

Topic 8: Update on ASEAN Digitization Projects

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Key results of survey – from the Digitization Perspectives

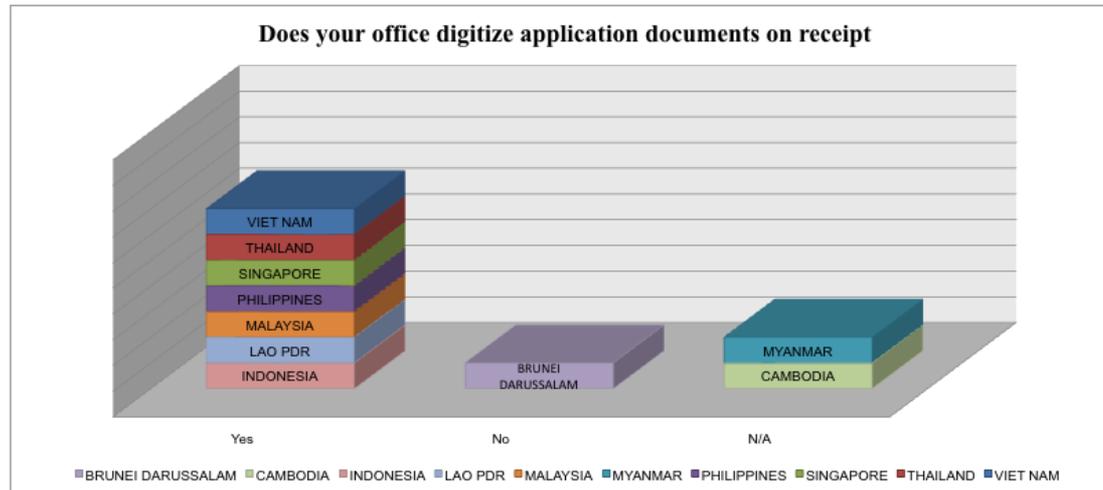
- Replied all 10 ASEAN Offices (November 2013)
 - Currently ASEAN focuses on enhancement of internal administration through developing **web based application**.
 - Higher priorities to develop efficient searching system and **necessary IP online services**.
 - **Need to improve available digitized information** and access to IP document information.
- ✓ WIPO was able to identify the target countries for digitization assistance

- ✓ Further digitization is needed to automate manually intensive processes
- ✓ Most of back-file documents are still kept in paper format and kept more in image format than full text. (Only 50 % of countries kept their data both in image and full text format).
- ✓ Most of countries are focused on TM digitization and more countries needed for Patent digitization assistance
- ✓ Most of legal status information is available in image format (70% of ASEAN countries)

Digitization Status in ASEAN

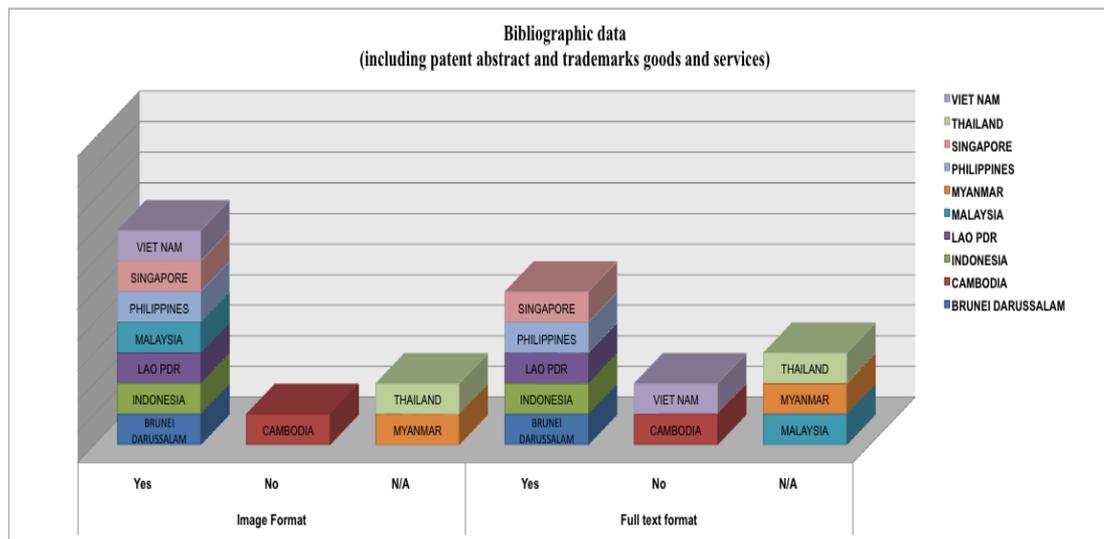
	Digitization (Data Entry)
BR	TM only
KH	Only data entry for TM
ID	Yes (60%)
Lao	-
MY	Yes (100%)
PH	Yes (80%)
SG	Yes(100%)
TH	Yes (30%)
VN	Yes (yr 2000 -: 100%, prior to 2000: 0%)

Relatively high digitization on receipt



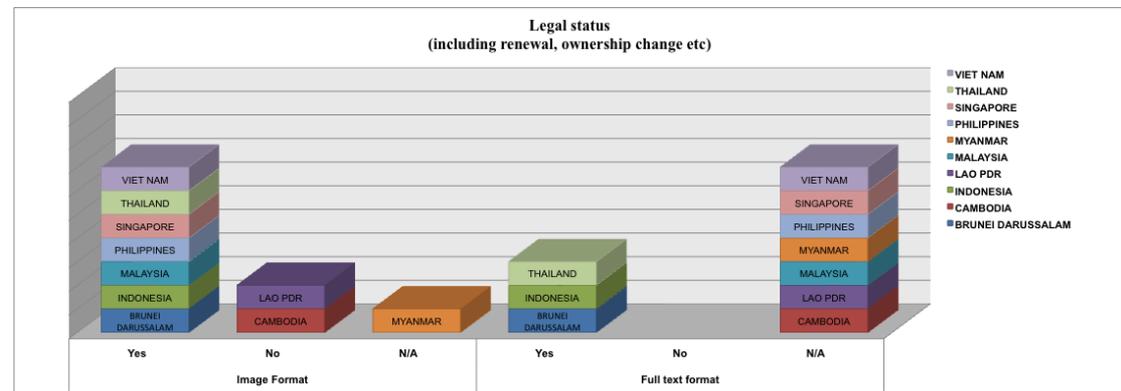
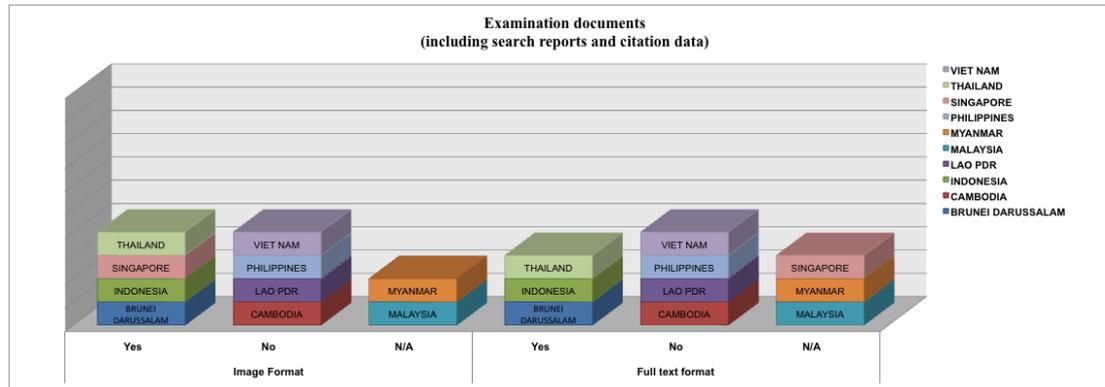
- ✓ 70% of AMS IP offices digitize application when they receive the applications
- ✓ Digitization processes settled as work flow in business operations

Need for scaling up digitization

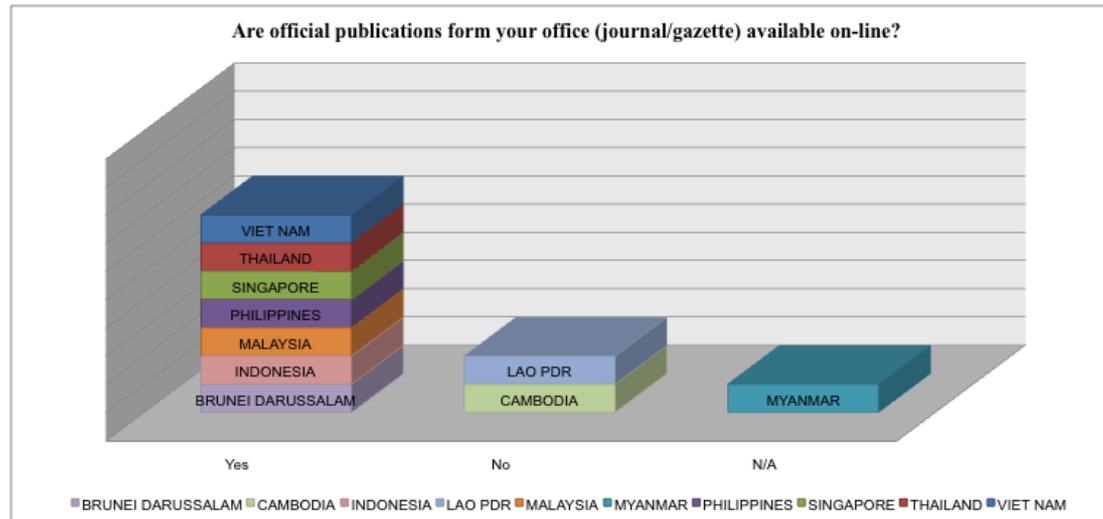


- ✓ Relatively more data is kept in image format
- ✓ Full text search is limited for certain countries

Limited contents of digitized data



Online journal/gazette publication



- ✓ 70% of offices publish journal/gazette through online
- ✓ Public have access to online journal through office website.

WIPO's response to ASEAN's digitization needs

- Develop country-level plan for digitization, based on the requests from individual country
- Focusing on all the back-files of all IP documents, including patent, trademark and design
- WIPO provides WIPO Scan and knowledge transfer for front-files digitization and Office should be responsible for implementation
- 2 year strategy for digitization assistance
 - ✓ 1st year: small-sized offices
 - ✓ 2nd year: medium-sized offices with digitization gap.

Critical Success Factors for Digitization Project

- Clear business needs and future priorities
- Commitment from senior management
- Desire to develop effective business processes
- Involvement of the right personnel/functions
- Organization culture, political support, user participation
- Appropriate timing of initiative
- Effective tools/techniques/methods
- Clear and effective decision making process

Thank you very much.