

Special Union for the International Registration of Marks (Madrid Union)

Assembly

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INFORMATION TECHNOLOGY MODERNIZATION PROGRAM (MADRID AND HAGUE INTERNATIONAL REGISTRATION SYSTEMS): PROGRESS REPORT

prepared by the International Bureau

INTRODUCTION

1. The purpose of this document is to outline progress on the Information Technology Modernization Program (hereafter referred to as “the Program”) since the last Madrid Union Assembly (hereinafter referred to as “the Assembly”) in September 2010. The document also serves to update members of the Madrid Union on any change to the overall approach to the completion of the Program, as well as to notify any change to the Program schedule.
2. Document MM/A/43/1 contained the previous Program progress report.
3. It is recalled that the Program is to be undertaken in two phases: Phase I and Phase II. Phase I consists of sub-projects aimed to produce immediate positive results or to lay down the technical foundations for Phase II. Phase II is the actual technical migration from the current information technology legacy system, that supports both the Madrid and Hague international registration procedures, to a modern technology that is a service-oriented, open and integrated platform that will ensure the Madrid and Hague system stakeholders benefit from an industry standard technical platform, offering improved business operation flexibility and sustainability, as well as process optimization and economies of scale for the years to come.

4. It is also recalled that at its forty-third session, the Assembly approved the third quarter of 2012 as the revised schedule for the completion of Phase II, and noted a total project resource envelop of 11.731 million Swiss francs (8.731 million Swiss francs approved by the Madrid Union, and 3 million Swiss francs approved by the Hague Union).

IMPLEMENTATION STATUS – PHASE I

5. Substantial progress has been achieved in the Phase I sub-projects, generating expected positive results.

6. The Service Oriented Architecture (SOA) Office Pilot, known as the International Registration Process Integration (IRPI) Project, is in progress. The aim of the Pilot is to design, develop, test and deploy a web-based application to provide on-line users with an interface facilitating the filing of international trademark applications. IRPI is based on the World Intellectual Property Organization (WIPO) selected SOA architecture, comprising of web services jointly developed by WIPO and participating National Offices (Benelux, Portugal and Spain). Users of the IRPI Project will include applicants, for filing international applications, and offices for certifying international applications. It is important to recall to the attention of the reader, the business justification of the IRPI Project, which is to provide better, faster and more reliable services to the users of the International Registration systems. At the time of writing this report, the functional specification and design phases of the IRPI Project were completed and the development of the software programs and technical artifacts are well advanced. The applicant module entered the Acceptance Testing Phase in June 2011, with a completion target date of mid October 2011. The Office of origin module will commence the Acceptance Testing Phase by mid July 2011, with an expected completion date of mid October 2011. The IRPI system is currently expected to be made available to users during the first quarter of 2012.

7. Two main risks were identified for the IRPI Project and they are actively monitored:

- commitment of the participating Offices in terms of time and resources necessary for the development and testing of the pre-agreed web services;
- integration of participating Offices back office systems with the WIPO developed web services.

8. In order to mitigate and control these risks, the International Bureau is focusing on enhanced communication with participating Offices in order to better understand the internal dynamics and constraints that the participating Offices are experiencing, and to discuss potential opportunities to overcome them.

9. Major progress has been recorded for the Madrid Portfolio Manager (MPM) Project. Portfolios of trademarks are established for clients on the basis of email addresses recorded in the International Register. Once authenticated to their WIPO user account, the MPM presents client's portfolio for display. Users of the service can view the status of each registration, upload new requests for recordal, make payments, renew international registrations, etc. In addition, users can access the scanned documents pertaining to their own International Registrations. The MPM service was demonstrated at the 133rd International Trademark Association (INTA) Annual Meeting, which was held in San Francisco, in May 2011; it will be in full operation as soon as the security testing phase is complete.

10. Another important achievement was marked by the Madrid Electronic Alerts (MEA) system, which was also demonstrated at the INTA Annual Meeting in May 2011. The MEA is an electronic watch service for third parties. When using the MEA service, a third party user can easily establish a list of international registrations that he/she wishes to monitor. When an international registration on the list is the subject of any change, the user receives an email, with a hyperlink to ROMARIN for that international registration. MEA will go live as soon as security testing phase is complete.

11. The Madrid Real-time Status (MRS) service was also demonstrated at INTA in May 2011. The service allows users to make inquiries on the status of requests for recordal that they have submitted to WIPO. Where a request is inscribed in the International Register, the dates of notification will be displayed. Where a request is not inscribed in the International Register, the current status will be displayed. Status information is extracted from the International Register in real-time mode. MRS will also go live as soon as the security testing phase is complete.

12. The ROMARIN interface was changed in March 2011 to reflect the current web presentation standard of WIPO website, the various WIPO web applications and the Madrid System Portal, with no technical change to the underlying database or search architecture. An end-user survey on the new interface look-and-feel is on-going, which includes also questions on the features that users would like to see incorporated into ROMARIN's next release. An enhancement of ROMARIN is already planned to include pending limitations, and new features will be incrementally introduced as per the end-user survey feedback.

13. Another important achievement of Phase I is with regard to the strengthening of the electronic communications to holders/representatives. Since 2007, a variety of electronic communications have been sent to holders and representatives via registered email (http://www.wipo.int/edocs/madrdocs/en/2007/madrid_2007_15.pdf). This facility will be further expanded in scope to include irregularity letters and notifications of modifications. At the time of writing this report, the new electronic communication by registered email was being tested. Users will be notified via an Information Notice when this service is made fully available.

14. A new dynamic web application has been developed to replace the current statistical supplement, which hitherto was available only in PDF format. Instead of static tables of data, the new functionality enables users to dynamically prepare specified subsets of the statistical tables which may be downloaded to Excel as well as to prepare graphs for such subsets. This new tool includes monthly and annual statistics. It will be available on the Madrid website in the second half of 2011.

15. The sub-projects making up Phase I of the IT Modernization Program have yielded numerous positive results, many of which are available to internal and external users of the International Bureau's systems. The conclusion of the IRPI Office Pilot will see the end of all activities under Phase I and all of which has been undertaken within the original Phase I resource envelope of 5.028 million Swiss francs.

BACKGROUND INFORMATION – PHASE II

16. It is recalled that the approved approach to the execution of Phase II is to identify, via an open international tender, a qualified and experienced external strategic information technology partner that would:

- undertake a technical assessment of the legacy systems and databases with the aim of converting them into a new service-oriented architecture (SOA);

- propose an appropriate technical architecture, taking into account the results of the SOA Proof of Concept and IRPI Office Pilot Project; and
- prepare a fixed price offer for the conversion of the legacy software and data structures to the proposed technical architecture, including the preparation of the necessary web services, SOA technologies, execution of subsequent system testing and establishment of systems performance benchmarks, together with an appropriate roll-out strategy as well as the provision of a go-live and post go-live system support strategy underpinned by a 12-month warranty period contract.

17. It should also be recalled that the long term operational support of the resultant technical environment will be modeled upon the successful approach currently in place for WIPO's existing finance system AIMS, that is, a contract will be signed with an external partner for the ongoing maintenance support and enhancement of the technical solution. Such a contract will be managed via work packages and administered by a team of internal resources possessing strong business knowledge, analytical skills, and well versed in PRINCE2 project management methodologies and risk management techniques. Moreover, in order to guarantee in-house sound technical knowledge of the newly developed application, the internal team will occasionally be responsible to perform minor enhancements of the system.

ACHIEVED RESULTS – PHASE II

18. During the period from July to September 2010, the IT Modernization Project Manager was identified. The Project Manager joined WIPO on December 1, 2010.

19. On September 13, 2010, an Expression of Interest (EOI) was launched in order to identify external partners interested in participating in the upcoming Request for Proposal (RFP) for the implementation of points 14 and 15, above. By October 8, 2010, (EOI due date), only four companies had replied.

20. In early December 2010, it was decided to re-issue the EOI in order to secure a higher number of responses. The second round of EOI was launched on December 15, 2010. By January 17, 2011, (new EOI due date), seven additional companies responded, bringing the overall pool of interested companies up to 11. This number was considered satisfactory in order to initiate the pre-selection activities.

21. During the period from the end of January to mid March 2011, the EOI responses were assessed by a team of five evaluators (including one external and independent evaluator for quality assurance purposes). Five companies qualified for the RFP process based upon six pre-established selection criteria.

22. On March 21, 2011, WIPO successfully launched a three-month period RFP, inviting the five pre-qualified companies to tender.

23. On June 21, 2011, four RFP responses were received. At the time of writing this document, the RFP responses are under assessment by a team of five evaluators (including one external and independent evaluator for quality assurance purposes) according to 35 pre-established selection criteria.

HIGH LEVEL PROJECT PLAN – PHASE II

24. Phase II of the Program was initiated as planned in the third quarter of 2010. Tasks from 1 to 8 of the High Level Project Plan presented in Figure 1 below, have already been completed; task 9 is in progress; tasks 10, 11 and 12 are planned to start in the future. The Program is now running according to the following revised draft schedule:

ID	Task Name	Start	Finish	% Complete	Q3 10			Q4 10			Q1 11			Q2 11			Q3 11			Q4 11			Q1 12			Q2 12			Q3 12			Q4 12			Q1 13			Q2 13					
					Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul		
1	Project Manager Selection Process	2010-07-01	2010-09-30	100%	█																																						
2	Publication of Expression of Interest (EOI)- First Round	2010-09-13	2010-10-08	100%	█																																						
3	Evaluation of EOI Responses- First Round	2010-10-09	2010-11-30	100%				█																																			
4	Project Manager at WIPO	2010-12-01	2010-12-01	100%				★																																			
5	Publication of EOI -Second Round	2010-12-15	2011-01-17	100%				█																																			
6	Evaluation of EOI Responses- Second Round	2011-01-18	2011-03-18	100%							█																																
7	Publication of Request for Proposal (RFP)	2011-03-21	2011-06-20	100%							█																																
8	RFP Due Date	2011-06-20	2011-06-20	100%							★																																
9	Evaluation of RFP Responses	2011-06-21	2011-09-30	10%										█																													
10	Contract Review Committee (CRC) Approval & Contract Negotiation	2011-10-01	2011-12-31	0%													█																										
11	Project Execution	2012-01-16	2013-06-30	0%																						█																	
12	Go Live	2013-07-01	2013-07-01	0%																																					★		

Figure 1- Phase II High Level Project Plan

25. From the above timelines, it is clear that the focus of Phase II activity for the remainder of 2011 shall be upon the RFP process and the identification of the strategic partner, who is scheduled to commence work in early 2012 and complete the project by mid 2013.

26. It should be noted that, for the moment, it is not possible to present a more granular project plan. Such a plan will be the first deliverable, once the project is initiated with the strategic partner in January 2012.

27. The resource envelope approved by the forty-second session of the Assembly of the Madrid Union (8.731 million Swiss francs) and the twenty-eighth session of the Assembly of the Hague Union (3 million Swiss francs) have not been utilized, with the exception of the salaries and indemnities paid to the Project Manager, therefore, the resources remaining available for Phase II of the IT Modernization Program are largely unchanged.

28. *The Assembly is invited:*

(i) *to take note of the status of implementation of Phase I of the Program; and*

(ii) *to take note of the progress and the revised schedule for the implementation of Phase II of the Program, with an expected completion date of mid 2013.*

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