Name Standardization Workshop and Task Force Meeting - Identifiers

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What is considered an identifier? What does IP Australia use?

For purposes of the WIPO survey - applicant identifiers refers to standardized names or numeric codes which belong to a single legal entity.

IP Australia

- Email address
- Name
- ABN
- Address
- Customer reference number – IPA customer ID
- IP Right Number
The problems we are facing

- Customer Data Hub
  - A single place to manage customers and their attributes
  - Where data is reliable and accurate
  - In support of all our business lines
  - Source of truth for downstream applications

IP Right Centricity

Poor data quality

Narrow IPR Viewpoint
We were meant to have a Golden Record in CDH...

• But a Golden record requires;
  – Highly curated environment
  – Reusability through lookup and reference
  – Data-tier integration model

• And we have
  – A lack of standardisation across business lines
  – Poor upfront data entry validation
  – Ineffective data models
  – Duplicate customer records
  – A central repository (CDH)
IP Australia’s move to customer centricity

Start with why (purpose)

Why do we collect customer data?
Why is this important?

- Administration of IP Rights
- Customer interaction and relationship management
- Process efficiency
- Reporting and analytics

Understand our customers
- attributes & values
- services delivery preferences
- customers profiling etc.

Understand the identity of our customers
- Authentication (are you who you claim you are?)
- Authorisation (are you permitted to do that thing?)

Understand interactions with our customers
- outcomes improvements
- better user experience
- reach & education

How are we achieving this? (requirements)
IP Australia’s move to customer centricity

Recognition that identifiers should:
• Be explicit i.e. data items not overloaded with other information
• Unique across our systems
• Private core identifiers
• System actions have unique ID’s

Customer as a 1st class citizen:
• Customer centric management
• Change of culture
• Decisions made considering implications on customer data efficacy and quality
• Significant data quality improvements
• Enabling Whole-of-Gov – Tell us once
IP Australia’s move to customer centricity

Customer experience and self-service:
• Ender user experience in self-serve channels
• Increased user engagement
• Improved business process efficiency
• New and improved products and engagement models

Considerations
• Ability to output customer information
• Party relationships
• Cross over in operational contexts
• IP Australia needs for Customer Relationship Management to be more customer centric

Core Identifier – Name and email address (FOR NOW), hopefully, Govpass soon but...what about at an International level?
Contact us

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