Global IP Platform
IPO Meeting on ICT Strategy and AI

K. Kalejs – Director PCT IS Division
Background

- Stakeholders complained about too many ICT systems on WIPO web site for users to access
- Internal sessions have been held since 2015 -> IP life cycle model
- Fragmented approach to business solution delivery
  - Convergence at <40%
- High level cost benefit analysis
- The Global IP Platform Program was proposed to Member States in May 2017
- Capital Master Plan Approval for Phase I:
  - 2018-2019
  - 4.547 million Chf
Program Objectives

- Reinforce WIPO’s contribution to innovation and creativity for the benefit of all and to build on its standing and relevance as the global forum for IP services.

- To increase the visibility and usage of WIPO’s on-line presence.

- To establish a single common Global IP Platform that consolidates the customer experience; revenue management and data assets capture and management across the business lines and associated ICT systems.

- To enable customers with little prior knowledge of IP to better access WIPO’s services and easily manage fee payments:
  - universities, SMEs and individual businesses
  - particularly in developing countries

- The solution will be underpinned by a standardized approach to software development, components and architecture.
Blueprint

Applications (systems) and Environments

Commercial Off The Shelf products
- e.g. ERP, Case Management
- Technical Standardization

PCT Secure Environment (RSP)
- ePCT (Planned)
- Payment Processing Standardization

UNICC hosted applications
- e.g. Madrid
- Look and Feel Standardization

Cloud Hosted Applications
- e.g. eHague

Integration Options

Analytics & DWH environment

Standard API Management

Central common component repository

Common Services

Data feeds/navigation calls via web services

Direct Application Navigation

Global IP Platform

Common L&F
- Responsive design

Widgets
- SSO

System Notifications

Common navigation component

Common Payment Processing

IP services to users on additional channels e.g. mobile (Payments/Notifications)
<table>
<thead>
<tr>
<th>CMP Phase I</th>
<th>CMP Phase II</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Q1/Q2 2018 (Definition)</strong></td>
<td><strong>Q2 - Q4 2018 (Design)</strong></td>
</tr>
<tr>
<td>Definition of Program scope and projects</td>
<td>Proof of Concept used to engage on CX and validate architecture</td>
</tr>
<tr>
<td>Proof of Concept ‘prototype’ developed</td>
<td>Formulate strategy for analytics platform and data warehouse</td>
</tr>
<tr>
<td>Initiation of Customer Experience (CX)/Analytics project</td>
<td>Develop, determine, refine Global IP Portal Design</td>
</tr>
<tr>
<td>Customer journey mapping of PCT, Hague, Madrid, Global Infrastructure, Finance, (AMC underway)</td>
<td>Initial design framework for Portal</td>
</tr>
<tr>
<td>Initial design framework for Portal</td>
<td>Matrix of technologies used by business systems, giving the ability to produce statistics on alignment to agreed standards</td>
</tr>
<tr>
<td>Initiation of convergence to agreed technologies, facilitating cost containment in ICT investments and improving scalability and resilience</td>
<td>Initiation of convergence to agreed technologies, facilitating cost containment in ICT investments and improving scalability and resilience</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Proof of Concept

- Homepage/landing page for Global IP Platform (user not logged in)
Proof of Concept

- Homepage/landing page for Global IP Platform (user logged in)
Proof of Concept – Mobile Devices

Homepage/landing page for Global IP Platform (user not logged in)
Proof of Concept – Mobile Devices

Homepage/landing page for Global IP Platform (user logged in)
Thank you!