WORLD INTELLECTUAL PROPERTY ORGANIZATION

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

Assembly

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INFORMATION TECHNOLOGY MODERNIZATION PROGRAM
(MADRID INTERNATIONAL REGISTRATION SYSTEM): 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 Assembly of the Madrid Union (hereinafter referred to as "the Assembly") in September 2011. The document also serves to update members of the Assembly 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/44/4 contains 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 one-to-one technical migration from the current information technology legacy system, supporting both the Madrid and Hague international registration procedures, to a modern technology that will ensure Madrid and Hague system stakeholders benefit in the years to come from an industry standard technical platform.

4.   It is also recalled that at its forty-fourth session, the Assembly approved mid 2013 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 Assembly of the Madrid Union, and 3 million Swiss francs approved by the Assembly of 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 primary objective of the Pilot is to provide a framework for the electronic filing of international trademark applications. To demonstrate the effectiveness of this framework the World Intellectual Property Organization (WIPO) has developed a comprehensive electronic filing application, which some of the participating offices will integrate into their Internet web site portals.

7.   IRPI is based on WIPO selected SOA architecture, comprising of web services jointly developed by WIPO and participating National Offices (Benelux, Portugal and the OHIM). Users of the IRPI Project will include applicants, for preparing and filing international applications, and offices for certifying international applications.

8.   The business justification of the IRPI Office Pilot Project is to provide better, faster and more reliable electronic filing services to the users of the international registration systems.

9.   The development of a first version of both the framework and e-filing application was presented to the participating offices as well as a group of observers in November 2011. The outcome of this meeting was that more office specific customization would be required for each office that would elect to deploy the e-filing application, including the need for a single sign-on and access right delegation capabilities.

10.   Early in 2012, additional resources were allotted to enable the further customizations, with the new developments to be completed and deployed before the end of 2012. It is recalled that for the moment, resources made available for IRPI are limited to the development of the electronic filing framework. Subsequent evolution of IRPI for the purposes of establishing a range of web services comprehensively covering Madrid system business transactions will require the identification and deployment of appropriate resources, possibly as part of a Phase III of the IT Modernization Program.

11.   WIPO announced, in May 2012, at the 134th Annual Meeting of the International Trademark Association (INTA), which was held in Washington D.C., United States of America, three new web-based client services. These were the Madrid Portfolio Manager (MPM), the Madrid Electronic Alert (MEA) and the Madrid Real-time Status (MRS).

12.   Portfolios of trademarks are established for clients on the basis of e-mail addresses recorded in the International Register. Once authenticated to their WIPO 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. Users of the MPM service may also delegate portfolio access rights to other user having a WIPO Account. In addition, users can access the scanned documents pertaining to their own international registrations.

13.   The MEA system 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.

14.   The MRS 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.

15.   An end-user survey on the revised ROMARIN interface was completed and a number of suggestions for enhancement implemented. Further enhancements are being developed and integration with the web-based client communication services (MPM, MRS and MEA) is being investigated.

16.   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 and this facility was further expanded in scope to include irregularity letters and notifications of modifications (http://www.wipo.int/edocs/madrdocs/en/2007/madrid_2007_15.pdf).

17.   The sub-projects making up Phase I of the IT Modernization Program continue to yield 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

18.   It is recalled that the approved approach to the execution of Phase II was 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 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 free of charge warranty period contract.

19.   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

20.   By the end of November 2011, the Request for Proposal (RFP) process launched in order to select a suitable external partner for the conversion of the legacy system was successfully completed and the WIPO Contract Review Committee (CRC) awarded the fixed-price contract to *ELCA Informatique SA*, Switzerland.

21.   In early January 2012, the ELCA team joined the WIPO team, officially starting the migration project.

22.   During the first six months of the project (January – June 2012), the ELCA team's main focus was on the analysis and design phase of the project, collecting all necessary business artifacts, software programs, database schemas, rules and regulations in order to perform an in-depth analysis of the current system, and reassess the complexity of the migration project in order to validate technical assumptions made during the preparation of ELCA's fixed price proposal.

23.   The outcome of the in-depth analysis is to recommend a strict one-to-one migration of the legacy system and database via automated migration tools, resulting in an identical system functionality and end-user interface, as was requested in the RFP.

24.   Transformations of the end-user interface as well as process reengineering may be undertaken as part of a reintroduced Phase III of the IT Modernization Program (please refer to MM/A/43/1, paragraph 3, for the recommendation of merging Phase II and Phase III with the option to reopen Phase III "where there was a clear business requirement to do so".)

25.   In order to prove the feasibility of an automated one-to-one migration strategy, ELCA will perform a proof of concept exercise by migrating a limited selection of transactions from the trademark legacy system.

26.   In addition to the legacy system migration exercise, Phase II will enable the integration of a commercial translation tool into the legacy system, which should yield immediate financial benefits and process improvements. The state-of-the-art Translation Management System (TMS), World Server, shall enter operation from July 2012, replacing the bespoke translation software internally developed at WIPO. This is a major step forward in the modernization of processes as this product, or a functionally identical one, will be included in the final release of the modernized system.

HIGH LEVEL PROJECT PLAN – PHASE II

27.   Phase II of the Program was initiated as planned in the third quarter of 2010. Tasks from 1 to 10 of the High Level Project Plan presented in Figure 1, below, have already been completed; task 11 is in progress. The Program is running according to the following schedule:
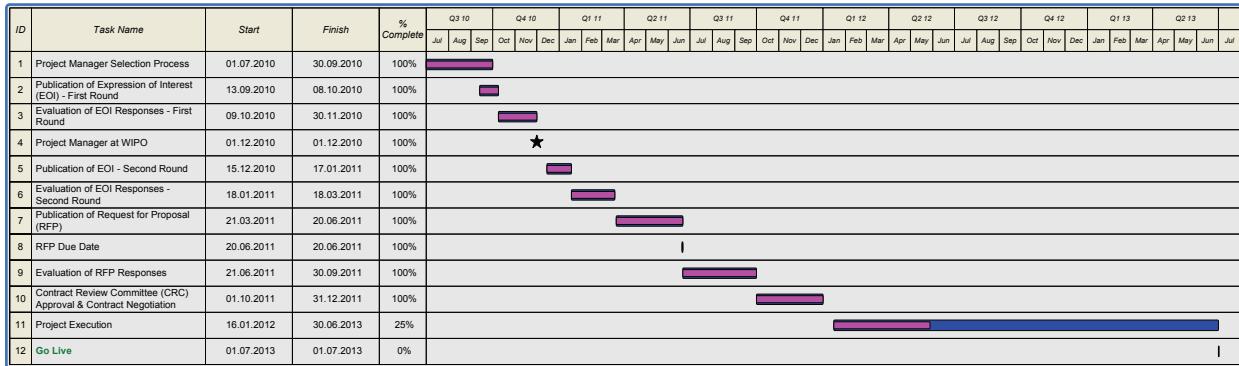
ID	Task Name	Start	Finish	% Complete	Timeline
1	Project Manager Selection Process	01.07.2010	30.09.2010	100%	
2	Publication of Expression of Interest (EOI) - First Round	13.09.2010	08.10.2010	100%	
3	Evaluation of EOI Responses - First Round	09.10.2010	30.11.2010	100%	
4	Project Manager at WIPO	01.12.2010	01.12.2010	100%	
5	Publication of EOI - Second Round	15.12.2010	17.01.2011	100%	
6	Evaluation of EOI Responses - Second Round	18.01.2011	18.03.2011	100%	
7	Publication of Request for Proposal (RFP)	21.03.2011	20.06.2011	100%	
8	RFP Due Date	20.06.2011	20.06.2011	100%	
9	Evaluation of RFP Responses	21.06.2011	30.09.2011	100%	
10	Contract Review Committee (CRC) Approval & Contract Negotiation	01.10.2011	31.12.2011	100%	
11	Project Execution	16.01.2012	30.06.2013	25%	
12	Go Live	01.07.2013	01.07.2013	0%	

Figure 1- Phase II High Level Project Plan

28.   From the above timelines, it is clear that the focus of Phase II activity for the remainder of 2012 shall depend upon the ELCA proof of the one-to-one migration strategy.

29.   It should be noted that the strict functional equivalence approach may imply the reintroduction of a Phase III of the IT Modernization Program should additional functionality be required.

30.   The total resource envelop of 11.731 million Swiss francs 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 and the Translation Software Project Manager, therefore, the resources remaining available for Phase II of the IT Modernization Program are sufficient.

31.   The next IT Modernization Progress report shall make proposals to the Assembly of the Madrid Union concerning the necessity for and the resource implications of the reintroduction of a Phase III.

FINANCING OF THE SHARE OF THE HAGUE UNION

32.   It is recalled that the contribution of the Hague Union to the IT Modernization Program for Phases II and III (511,000 Swiss francs and 2,487,600 Swiss francs, respectively) was financed through a loan from the PCT Union Reserve Fund (see documents PCT/A/40/6 and H/A/28/2).

33.   It is proposed to modify that arrangement so that the financing of the Hague Union's contribution to the IT Modernization Program be assumed by the Madrid Union rather than the PCT Union (see document WO/PBC/19/8), on the understanding that the amount of 3 million Swiss francs shall be reimbursed by the Hague Union to the Madrid Union as soon as the level of reserves of the Hague Union so allows.

34.   *The Assembly is invited to:*

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

    (ii)   take note of the progress of Phase II of the Program;

    (iii)   take note of the possibility of the reintroduction of Phase III of the Program; and

    (iv)   endorse the transfer of the loan from the PCT Union to the Madrid Union, as stated in paragraphs 32 and 33.

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