



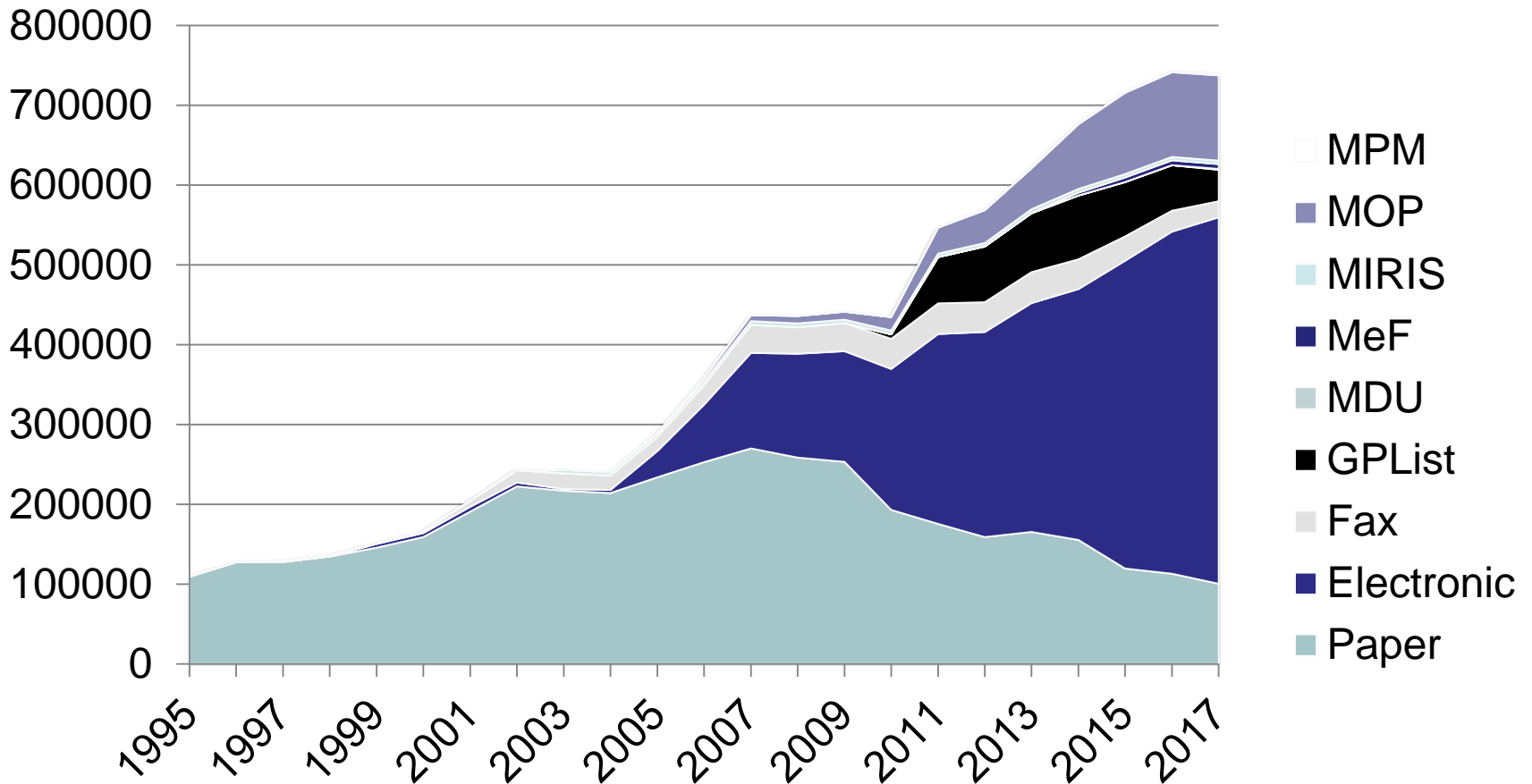
Madrid IT and Madrid Platform

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Madrid IT: History

- Madrid IT systems were initially built for paper based processes and have evolved from there
- Many different independently developed systems (MRS, ROMARIN, Madrid Gazette, MEA, e-Filing, e-Renewal, e-Subsequent Designation, MPM, MOP, MIRIS, etc.), implemented over a long period, with established user base
- There are many different communication channels available for both offices and users. These various communication channels are not well integrated

Evolution of documents sent to WIPO



Madrid IT: Challenges

- Variety in implementation methods (programming languages, platforms, architecture) raise maintenance, operation and development costs
- Inconsistency in look and feel creates difficulty in presenting consistent organizational identity and user experience
- Multitude of different tools makes communication and promotion more difficult: Merging related features into consistent tools (Madrid Monitor replaces ROMARIN, MEA, MRS and Gazette)
- Expectation of real-time, interactive systems over batch-based processes
- Consistent increase in applications and transactions without additional human resources means increased IT efficiency is the only solution

Madrid Platform

- Mission statement: design, plan and implement the components of a comprehensive “head to toe” state-of-the-art and agile business solution for all Madrid Registry services
- Capture requirements based on the benefits they deliver to business and users
- Revisit existing processes and procedures with a fresh eye instead of piecemeal improvements to existing processes – still must remain in compliance with legal requirements.
- Changing the treaty takes many years, but recommendations and guidelines can be improved much more efficiently

Madrid Platform: Plans

- Project approved by member states, to begin Q2 2018
- In-line with solutions identified as part of the GIPP and Hague Platform initiatives
- Take advantage of lessons learned in previous projects, as well as experiences of other IP offices
- Begin with a comprehensive definition of requirements from WIPO, offices and users