



Rising.  
Shining.  
Beckoning.



# Sharing Best Practices Workshop II

## ON SMARTER OFFICE BUSINESS SERVICE

Users/Customer Expectations, Planned Improvements, IP Offices Limitations

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1 - 30 APRIL

20  
23  
National  
Intellectual  
Property  
Month



**Women and IP**  
Accelerating Innovation  
and Creativity

National Office of Intellectual Property  
May 10, 2023. Hanoi, Vietnam

# A SmartPhone Makes You Smarter. T/F?



# What Is Office Automation?





# Office Automation Defined



Office automation refers to the use of technology to automate and streamline office tasks and processes.

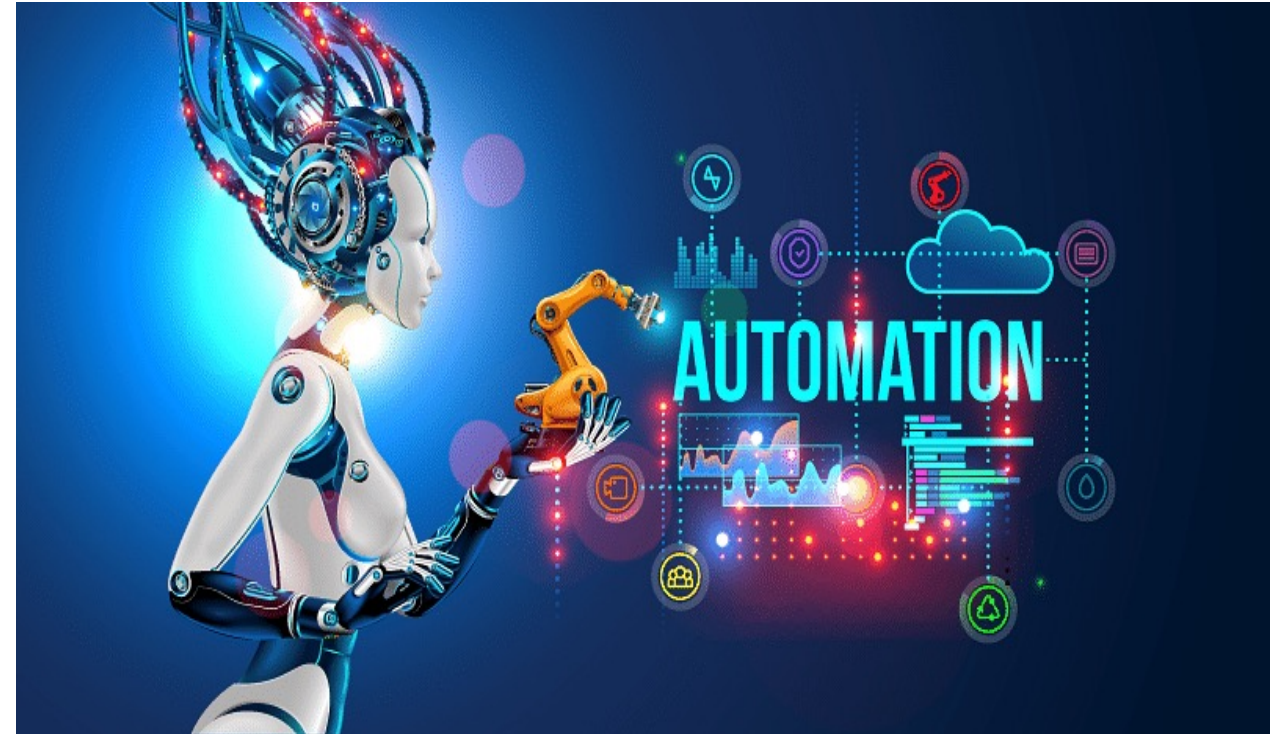
It involves the integration of hardware, software, and communication systems to perform routine tasks such as managing documents, scheduling appointments, processing data, and communicating with clients and colleagues.

The goal of office automation is to increase efficiency and productivity by reducing the time and effort required to perform routine tasks so employees can focus on more strategic and creative work, leading to better job satisfaction and higher quality results.



# Identifying Office Automation

- ~~X~~ Manual filing/Manual invoicing**  
Using physical paper files and cabinets to store and organize documents.
- ~~X~~ Handwritten memos/Wet Signatures**  
Writing and distributing paper memos or notes to communicate with coworkers.
- ~~X~~ Manual data entry**  
Entering data manually into a spreadsheet or other software
- ~~X~~ Physical scheduling/Post-It Boards**  
Keeping track of meetings and appointments using a physical planner or calendar.





# Identifying Office Automation



## Email

Instead of sending physical memos, email has become the primary communication tool for many businesses.



## Document management systems

These systems help organize and manage electronic documents, such as contracts, reports, and invoices, making it easier to store, search, and share them.



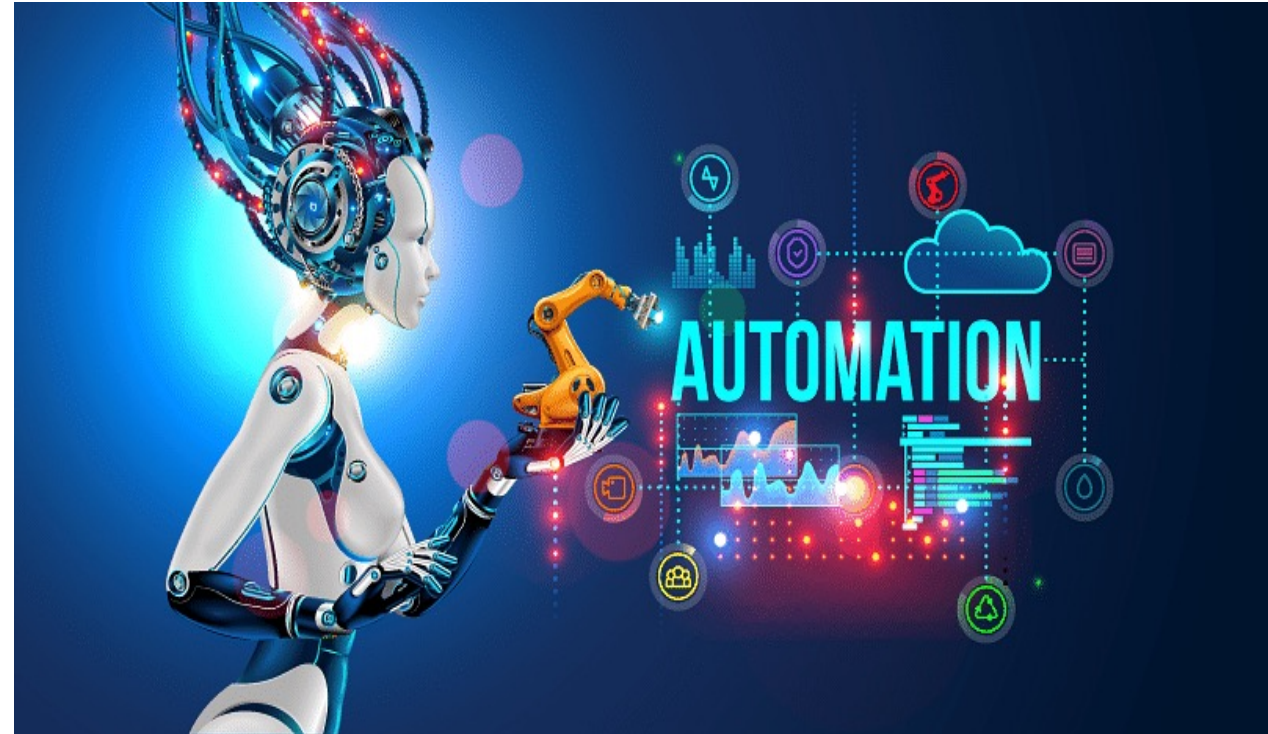
## Electronic calendars

With e-calendars, you can schedule and track meetings, appointments, and deadlines, all in one place.

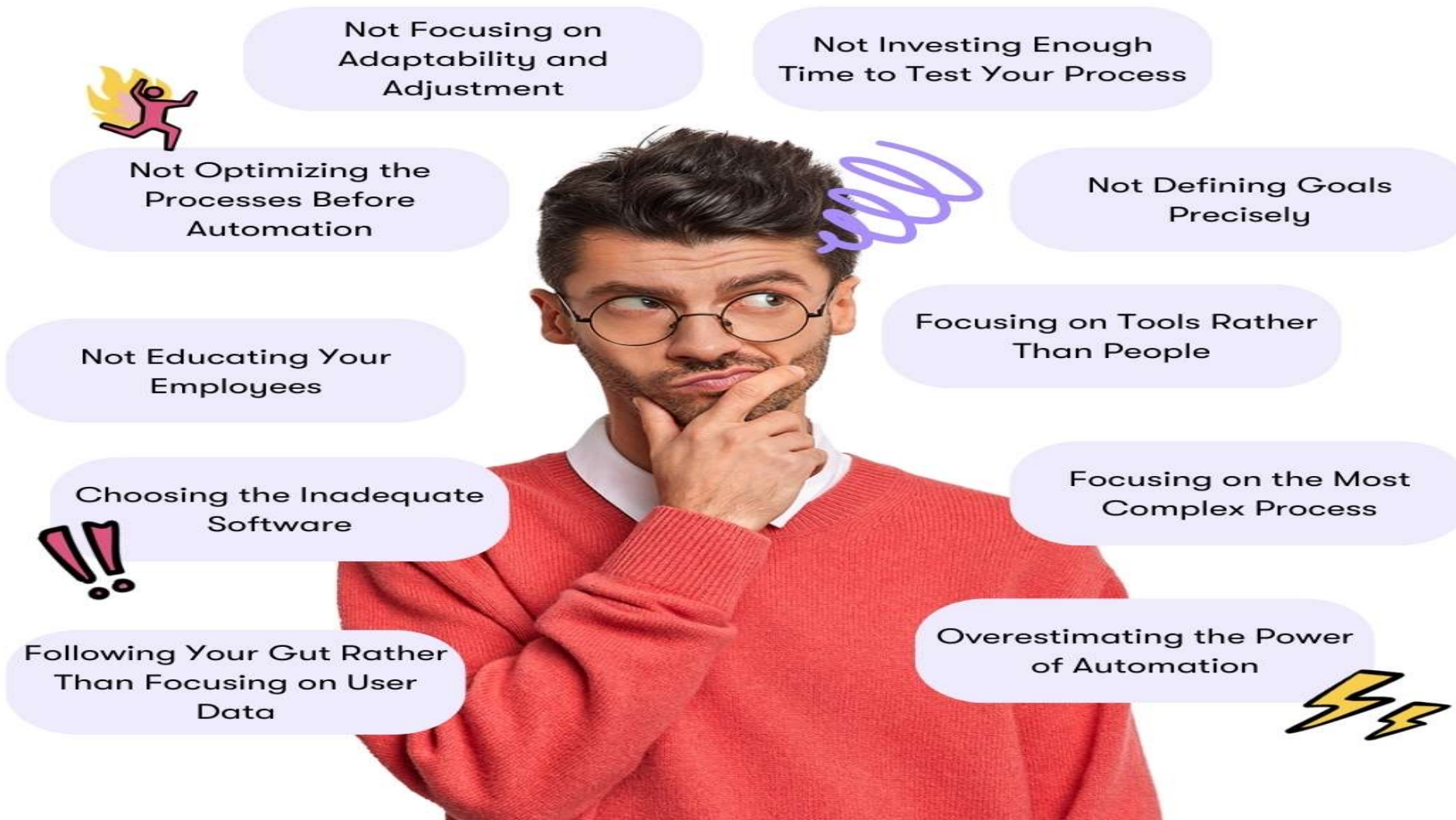


## Accounting software

Automates financial tasks such as invoicing, billing, and payroll, reducing the need for manual data entry.



# Why Most Office Automation Fail?





# What IPAS Users See

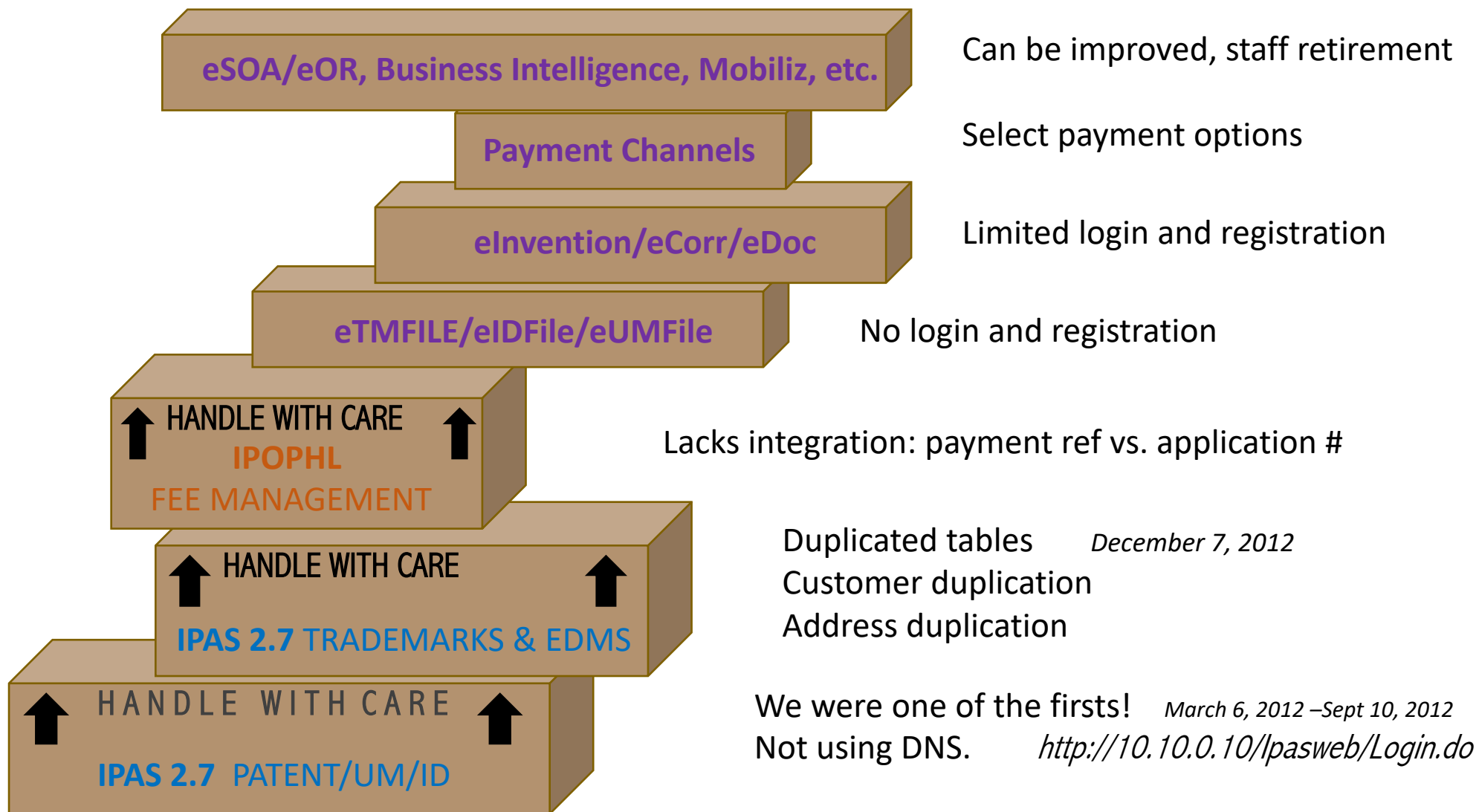


**IPAS Users**

**Information Technology  
Support Team**



# IPOPHL IPAS 3.x Journey and Pain Points



# IPOPHL IPAS 3.x Journey and Pain Points



Can be improved, staff retirement

Select payment options

Limited login and registration

No login and registration

Lacks integration: payment ref vs. application #

Duplicated tables  
Customer duplication  
Address duplication

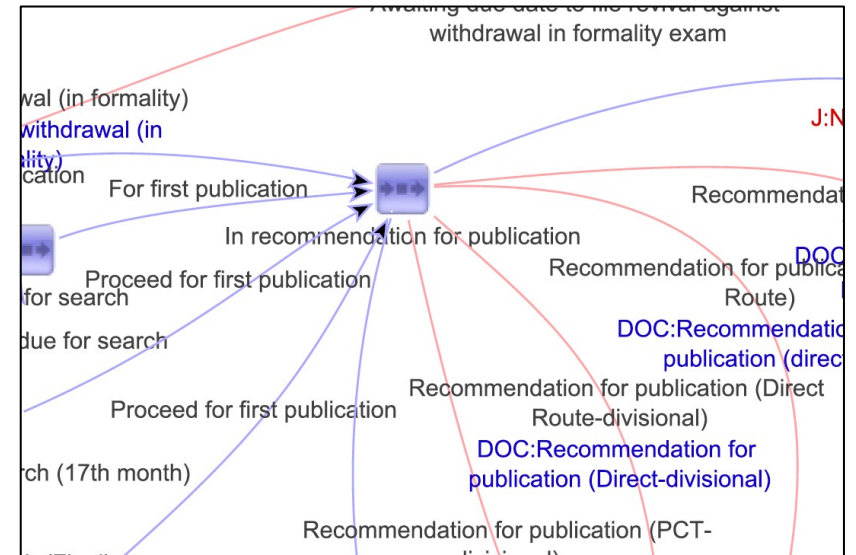
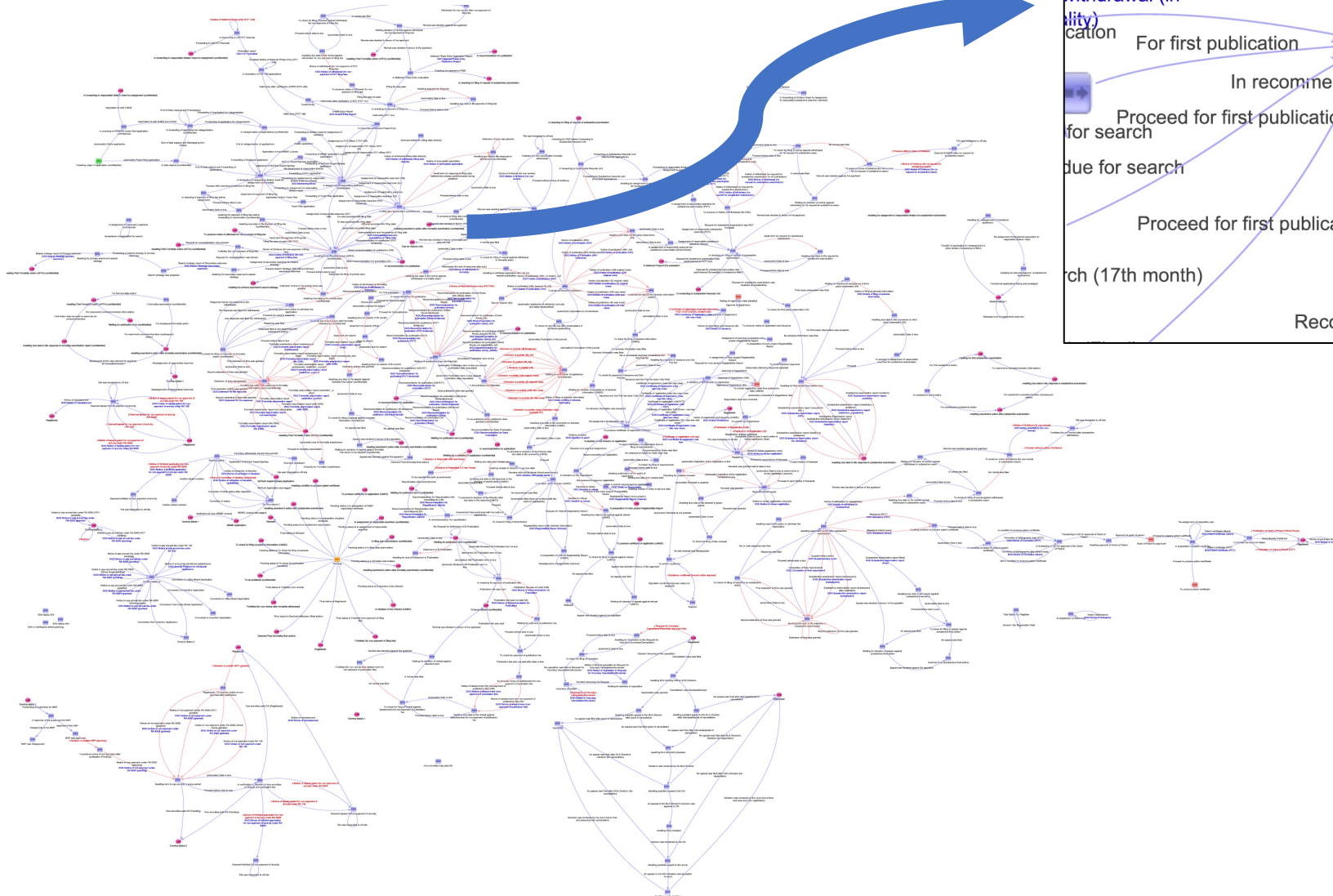
Not using DNS. <http://10.10.0.10/lpasweb/Login.do>

Showing some cracks on the network infrastructure, as well!  
Slow, frequent downtime, dead (“reboot solution”)

**IPAS STABILIZATION PROJECT, BEST PRACTICE SHARING**



# Current Workflows

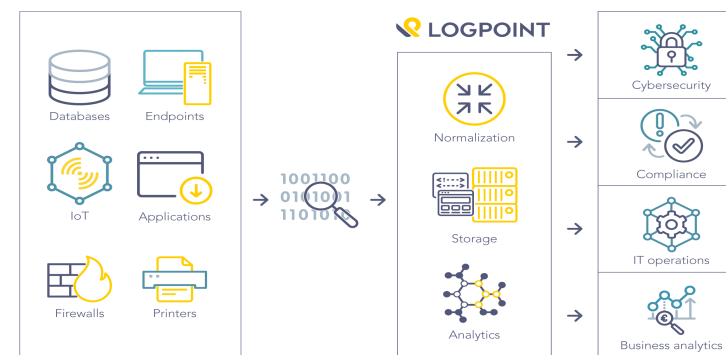


# IPAS Stabilization and Quick Fixes



1. “Call a Friend” option, WIPO
  - Review the logs
  - Technical training, access to technical documentation
  - Implement fixes on deadlocks, automatic actions, EDMS, etc.
2. Implemented H/W Load Balancing (*just type [trademark.ipophil.gov.ph](http://trademark.ipophil.gov.ph)*)
3. Upgrade Server OSES and up-to-date patches
4. Migrated SQL Servers, fail-over cluster design
5. Implement Security Information and Event Management (SIEM)
6. Asked for more budget and was granted!
7. In progress: H/W Optimization, Virtualization and Network Redundancy
8. Increase internet bandwidth – Redundant ISP

SIEM at a glance



# Lessons Learned from our IPAS Journey

- WIPO and IPOPHL partnership is strong
- Emphasis on sustainability ----- Training, training, budget
- Constant workflow review and optimization
- Maintain software compatibility
- Always build redundancy and resiliency in mind
- Capacity planning, Performance testing, H/W Optimization, Machine Virtualization
- Security First, ZTNA/VPN
- 24/365 Operation is the NEW NORMAL!





# IP Solutions for Governments

## 1. **WIPO IPAS (Industrial Property Administration System)**

Developed by the World Intellectual Property Organization (WIPO) that is used by various countries and IP organizations around the world to manage their IP applications and registrations.

## 2. **ePCT (Patent Cooperation Treaty)**

WIPO-operated online platform that is used for managing international patent applications filed under the Patent Cooperation Treaty.

## 3. **USPTO Patent Application Information Retrieval (PAIR)**

A web-based system used by the United States Patent and Trademark Office (USPTO) to provide secure access to patent application status and documents.

# IP Solutions for Governments ...

## 4. EPOnline

An online filing system used by the European Patent Office (EPO) for managing patent applications and registrations in Europe.

## 5. IPAS 2.0

This is a next-generation IP management system developed by the Korean Intellectual Property Office (KIPO), which is used for managing patents, trademarks, designs, and other IP rights.

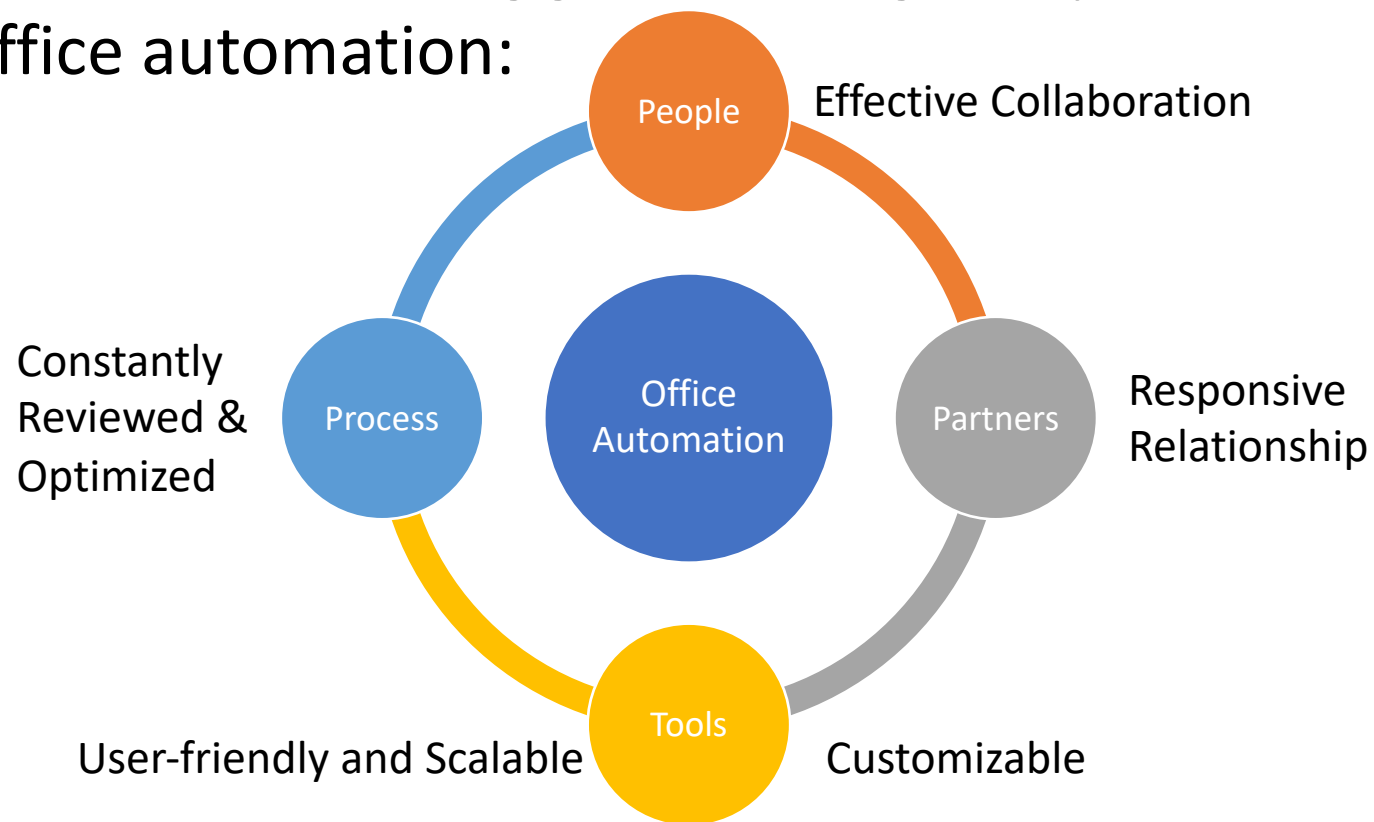
## 6. IPONZ (IPO of New Zealand) Case Management System

This is the system used by the IPONZ for managing IP applications and registrations in New Zealand.

## 7. Custom-made

# In Retrospect

1. IPAS 3.x may not be perfect but...
  - It helped us past through the Covid 19 Pandemic
  - It helped us achieve record-breaking growth through the years
2. The realities of office automation:





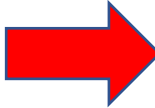

# What's Next?



# The Path to IPAS 4 – Potential Showstoppers

1. Database change  Microsoft® SQL Server®   PostgreSQL  
\*Overly complex stored procedures will not work, requires rewrite

2. No Direct DB Access – No Business Intelligence / Data Warehouse

3. Switch to Cloud: On-Premise Hosting   aws EU  
\*Slow, single point of failure, questionable redundancy, no control

# What Is At Stake When Automation Fails?

IPAS



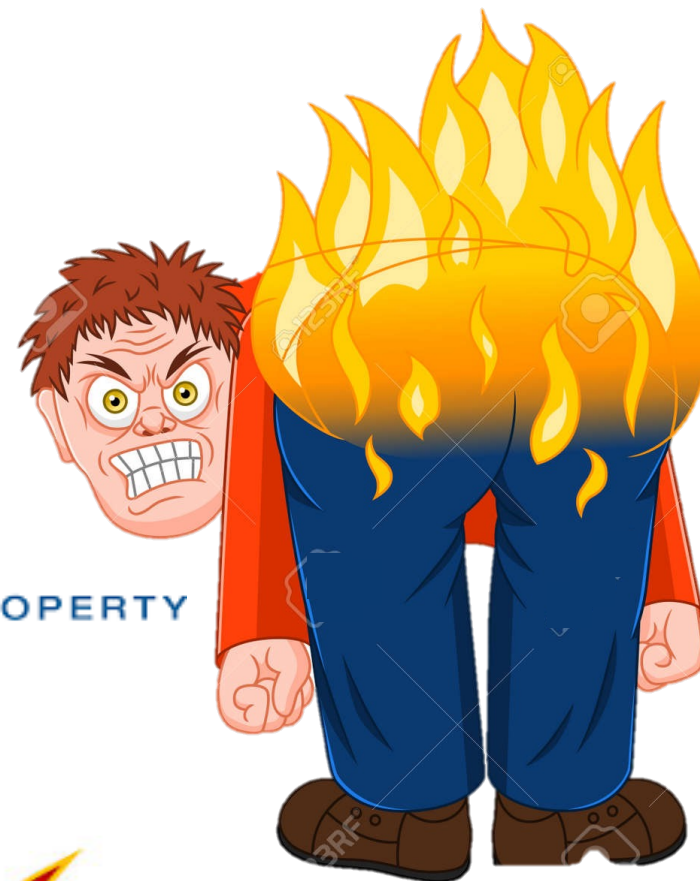
4



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WIPO

WORLD  
INTELLECTUAL PROPERTY  
ORGANIZATION



INFORMATION TECHNOLOGY TEAM  
Goodbye, D/MERIOLES!

# The Path to IPAS 4 – Key Strategies

- ✓ As always, we need to make IPAS 4 work for us
- ✓ We need to deliver a very smooth transition using parallel runs
- ✓ Establish practical and reasonable project timelines
  - ✓ Requirements discovery, gathering, and execution
  - ✓ Testing, testing, testing
  - ✓ Training, training, training
  - ✓ Budget
  - ✓ Go Live!
- ✓ The right platform, redundancy *and* BCP



Rising.  
Shining.  
Beckoning.





*“Train hard so the  
fight is easy!”*

- MANNY “Pacman” PACQUIAO



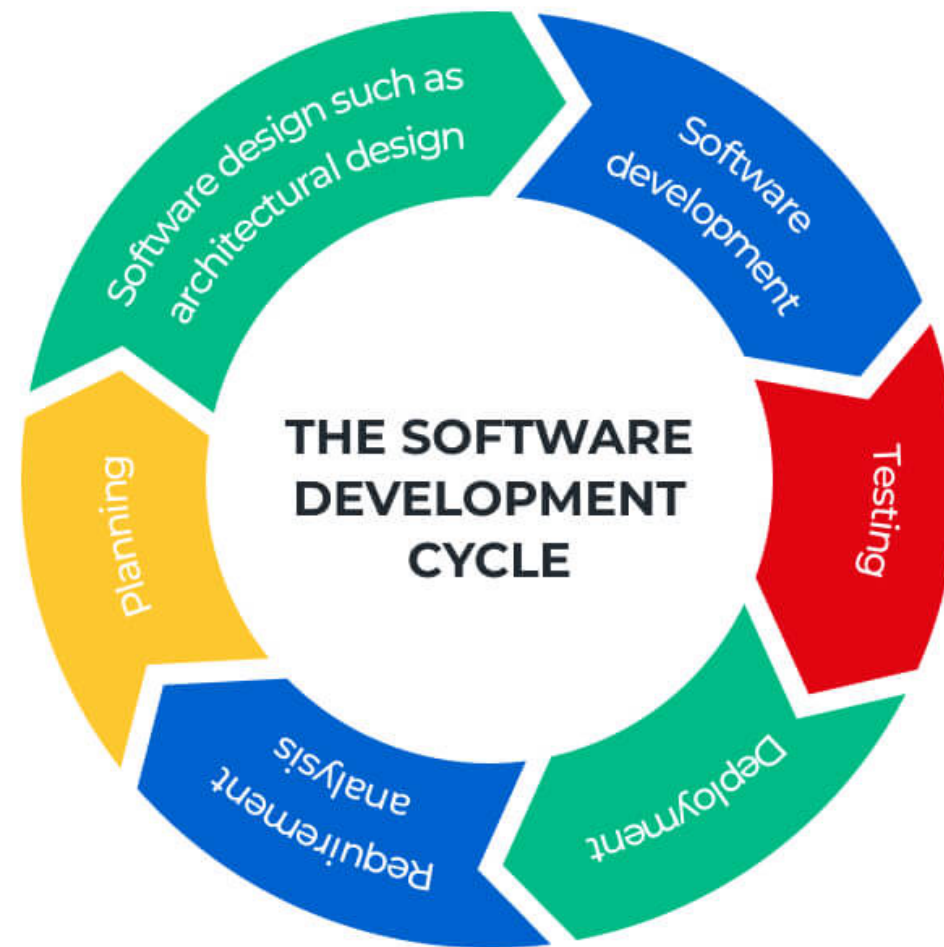
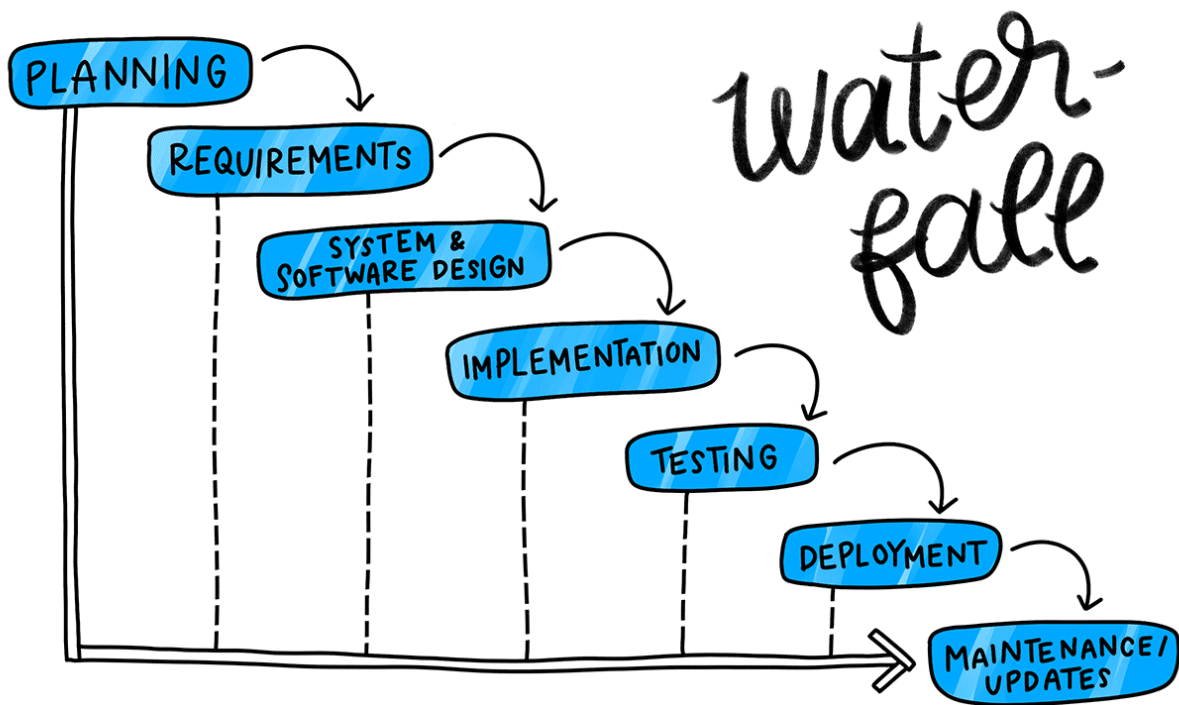
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# Understanding Software

- Takes a long time to develop
- Very expensive to develop
- Usually developed under extreme time pressure



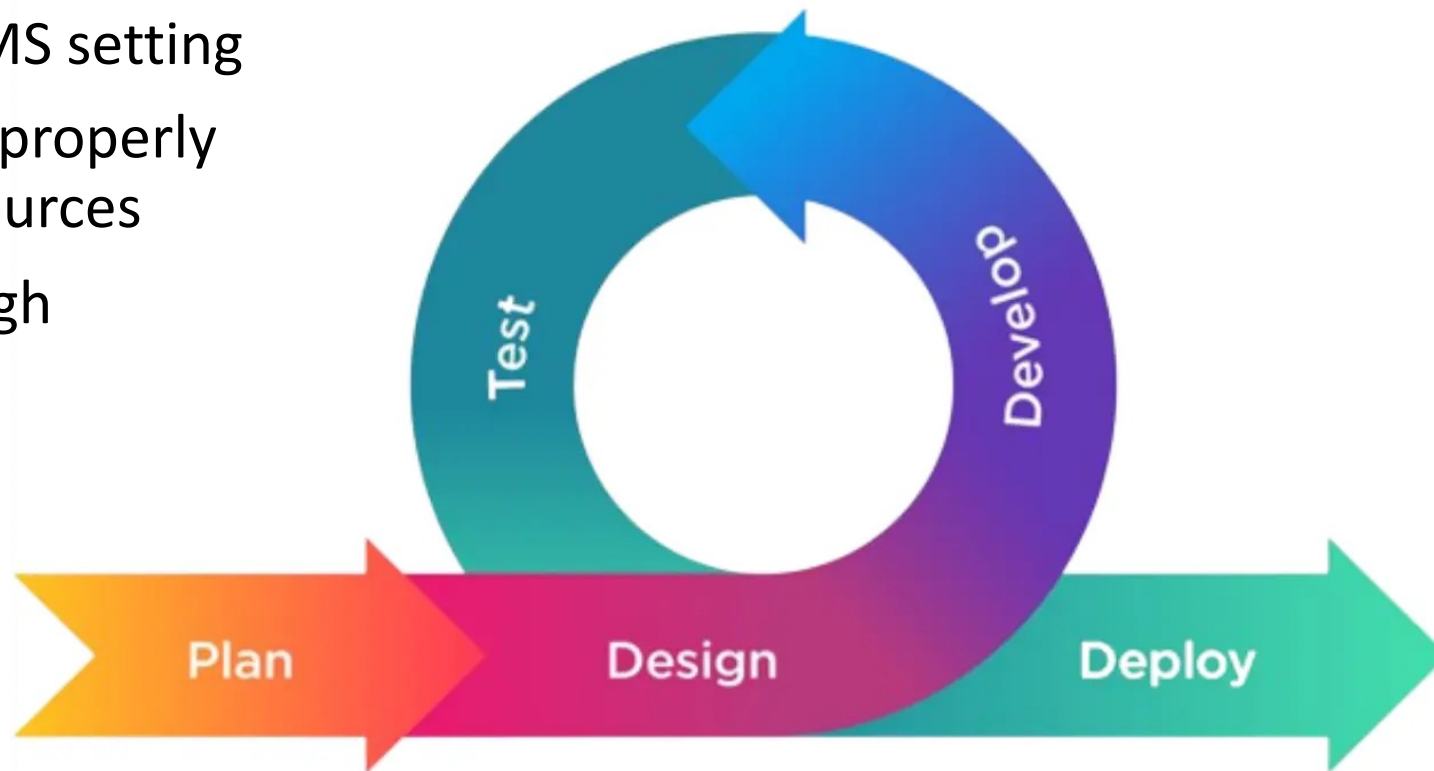
ITERATIVE IMPROVEMENT

# Understanding IPAS and It's Impact

- It's role has now evolved into something bigger – key to data exchange
- It's the core application in an AMS setting
- Day-to-day operations must be properly supported with budget and resources
- Must continually improve through effective Change Management

MUST ENCOURAGE COLLABORATION THRU:

- IPAS Users Group
- IPAS Roadmap
- Sharing IPAS Best Practices & Patterns
- Make source-code available and/or updatable user layer by design



# Sharing Best Practices – Enhanced Collab

- We are not in competition with one another
- We are part of a bigger team to elevate ASEAN IP to the world!





# Q & A

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