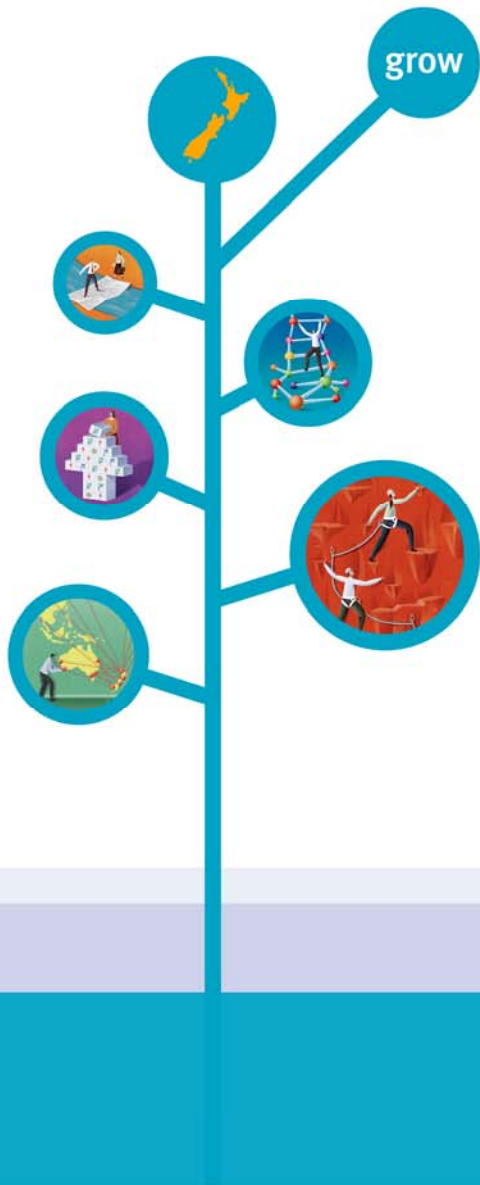
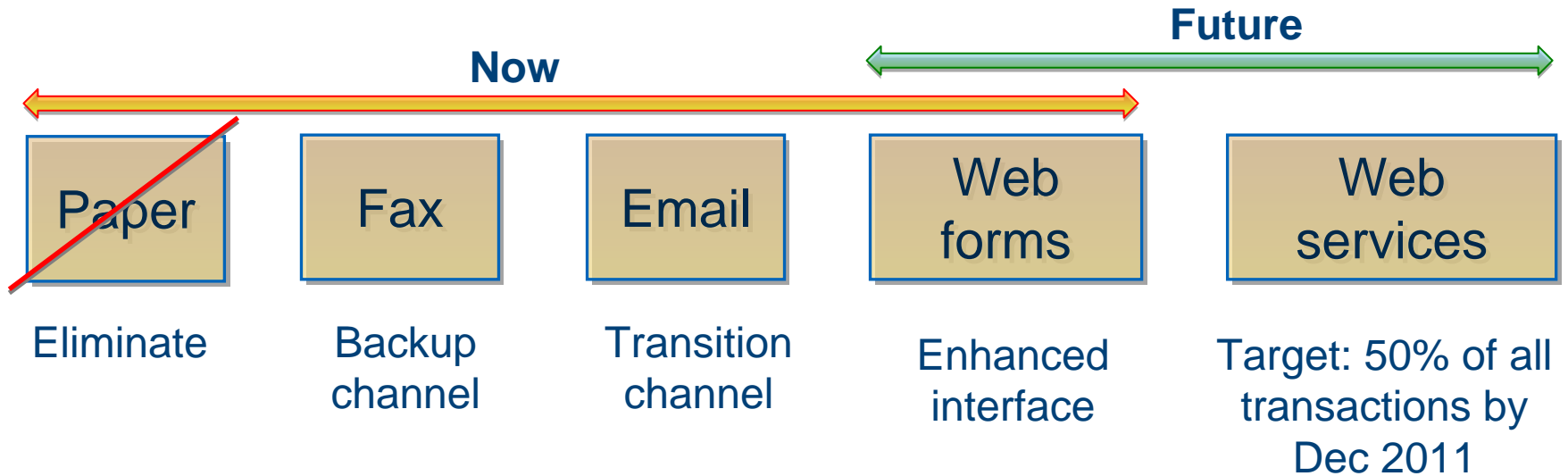


Presentation to Australasian Inprotech User Group

28 May 2010



Channel Management Strategy



Transactions initiated from
www.business.govt.nz in
2011

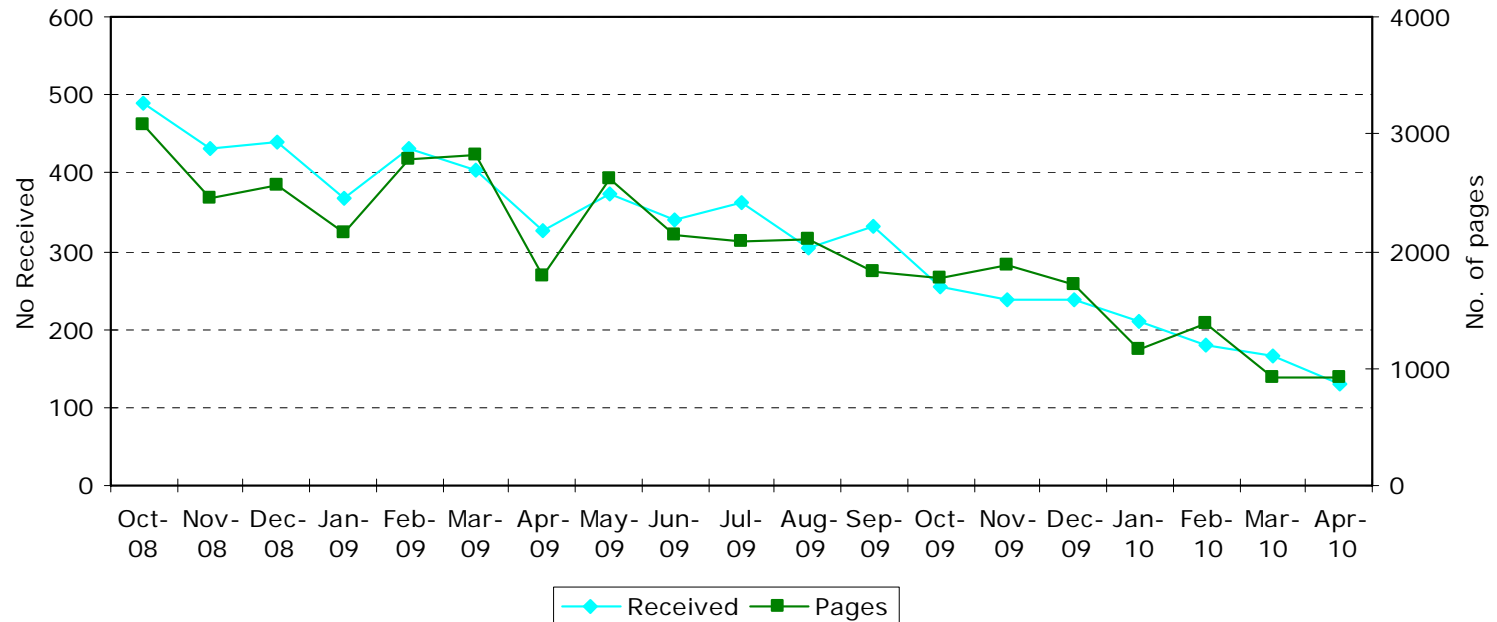


Ministry of Economic
Development

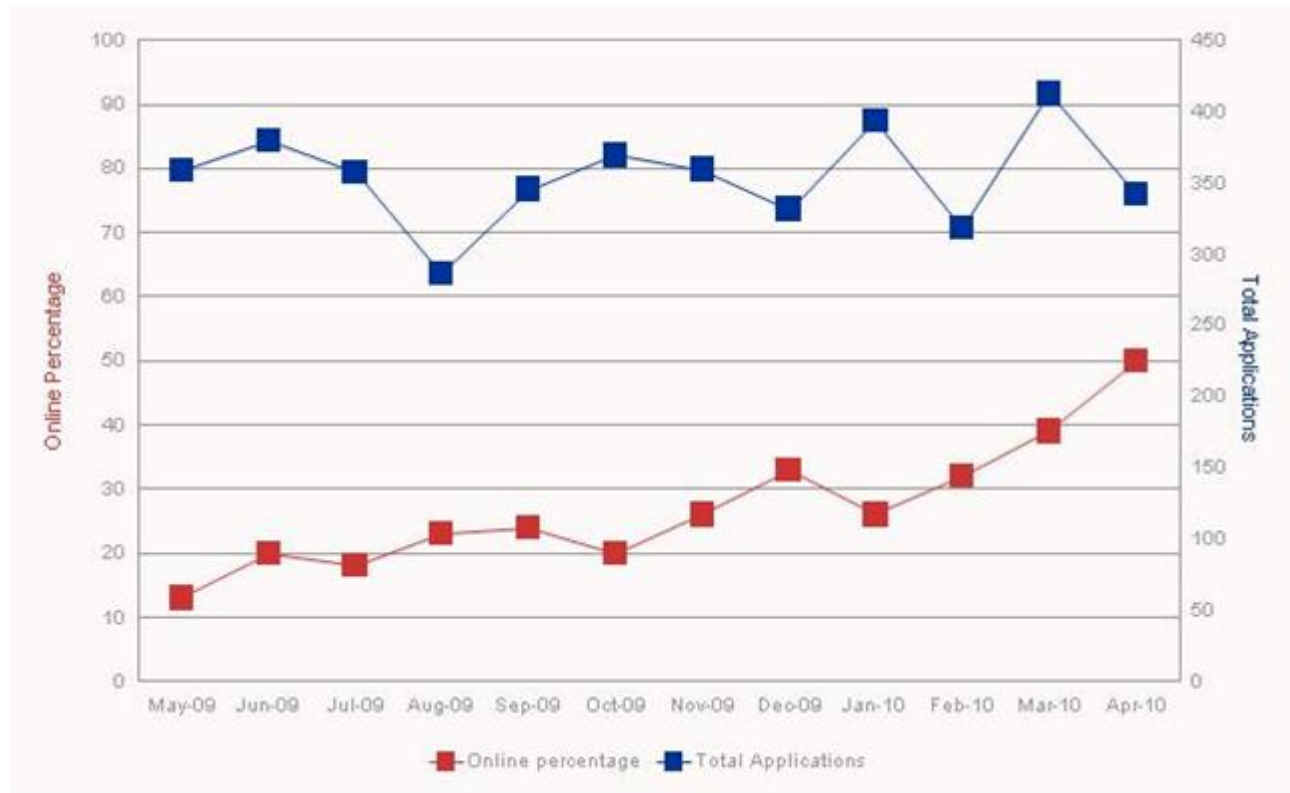
Manatū Ōhanga



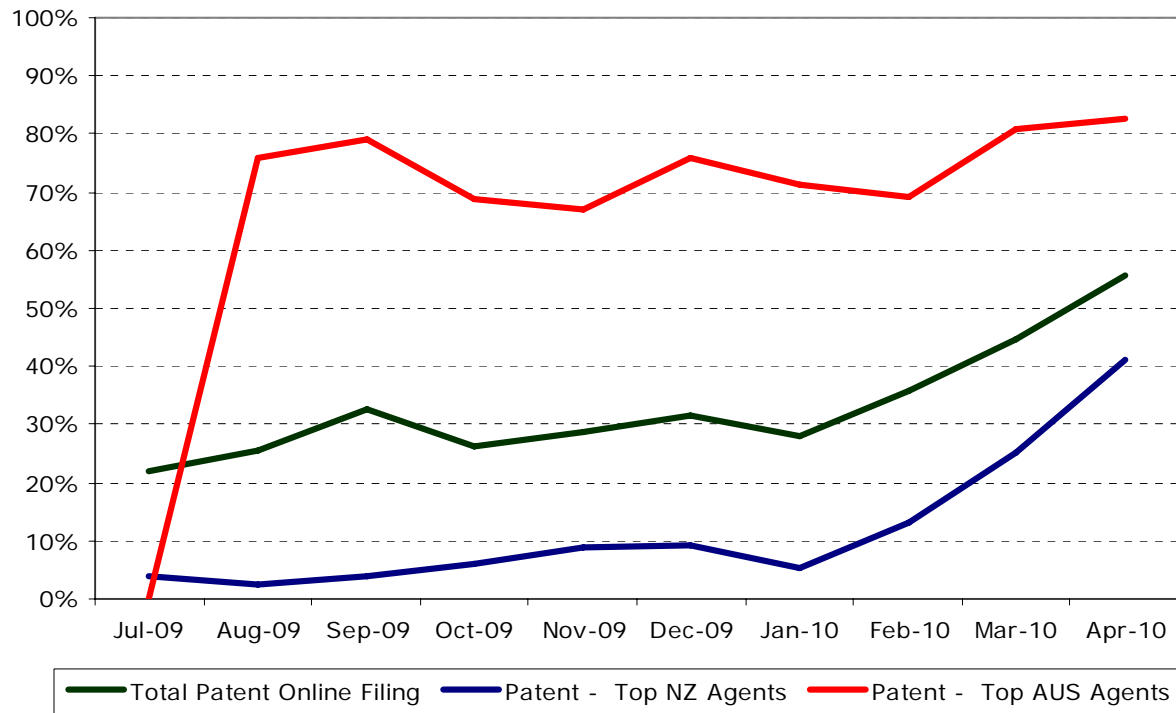
Fax on the decline



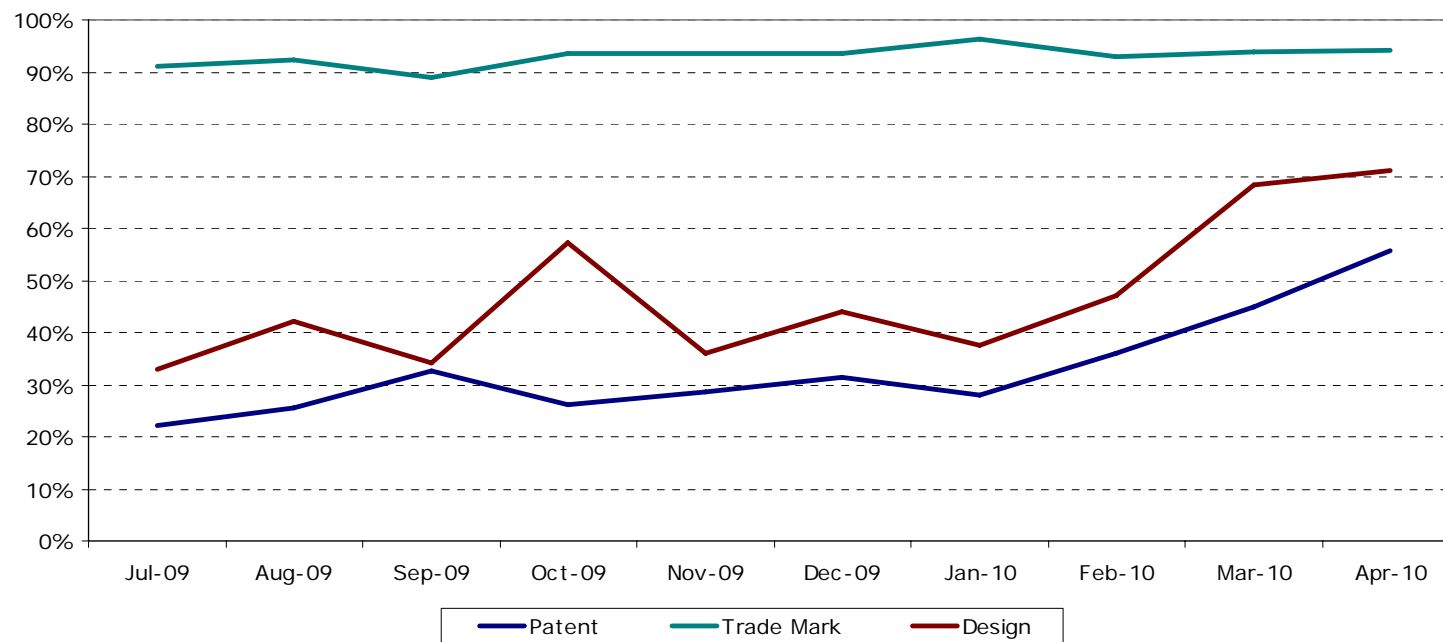
Online Patent PCT Applications



NZ v Australia – PCT Patents



Online Application Percentages



Get it done online

- Ask a question
- Technical support
- Optimum software and site settings

Get it done online

Below you will find details of a range of services that you can perform via our website. No more paper, it's secure and you get immediate acknowledgement from our system of your request.



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[Trade Marks](#)

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Apply for a trade mark

File trade mark correspondence with office

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If you are already a registered user

[Login Now](#)

Internal links

- [Processing timeframes for applications and correspondence](#)

What is Business Data ?

- Renamed from Open Data
- Secure authentication and billing platform shared with other NZ Government units
- Allows submission directly from client systems to IPONZ.
- First live transaction on platform completed on 30 April for a Trade mark application



IPONZ Business Data Services

Web services using XML Schemas based on WIPO standards;

Services

- Trademark Applications & Renewals (Implemented April 2010);
- Design Applications and Renewals (Mid June 2010);
- Patent Renewals (Late June 2010);
- Get IP information for Trade mark (August 2010);
- Direct credit functionality (August 2010);
- Get IP information for Patents and Designs (Oct 2010);
- Patent PCT Applications (Nov 2010).



Get IP web services

- Response to requests from clients for data extracts. Will also assist in reducing data harvesting that is impacting on performance of website infrastructure;
- Web services that request data extract for specified IP number;
- IPONZ will publish lists to assist extraction i.e. new applications, changes, renewals, expiry;
- Ability to also extract images and specifications;

Usages

- Build copy of register for market share analysis or searching;
- Integration with agent case mgmt systems for register lookups.



IPONZ. WHO WE ARE AND WHAT WE DO.

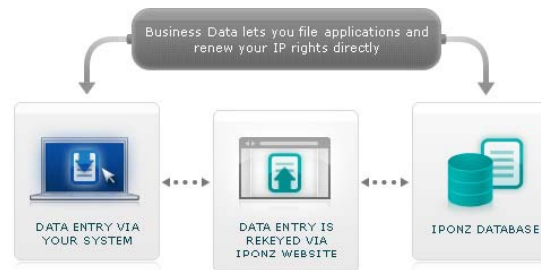
HOME > IPONZ > Business Data >

IPONZ

- ▶ The Journal
- ▶ Annual reports
- ▶ Facts and figures
- ▶ Presentations
- ▶ Release of information held by IPONZ
- ▶ Request for a copy of publicly available information
- ▶ Patent attorney information
- ▶ Careers at IPONZ
- ▶ Glossary
- ▶ Latest news
- ▶ Business Data project (transact directly)

Transact directly with BusinessData.

- ✓ Save time.
- ✓ Reduce errors.
- ✓ Improve efficiency.



What is it? Getting started What's new? Developers? Admin / FAQs

Getting started

▶ Applicants and agents

If your IP management system already supports IPONZ web services then you need to [set up a BusinessData customer account](#). You will also need an IP party ID number. If you are an existing user of IPONZ online services then this is the logon number used for the IPONZ website.

▶ Developers

1. Read the [information for developers](#) and get familiar with the details of the IPONZ web services.
2. [Apply for a test account](#). You will be sent customer details to use in your testing.
3. Download the test client application to test your connection with IPONZ and verify that data and requests are sent correctly and responses are received as expected.
4. Users of your product will need to [set up a live BusinessData customer account](#) to start using IPONZ web services.

Need Help

▶ 0800 XXX XXX

▶ businessdatahelp@iponz.govt.nz

The **BusinessData** project is changing and being improved on a regular basis. Please contact us if you have any questions.

What next ?

- Deliver Business Data services
- Emailing correspondence
- Project Compass



Emailing Correspondence

The challenges

- uncertainty around delivery -> spam filters, attachments removed;
- limitations of current technology in use by IPONZ;
- accurate coding to eliminate human intervention;
- changes necessary to workflows for outgoing correspondence;

Next steps

- Add branding and signatures to documents stored in database and visible via View IP History;
- Pilot outbound correspondence for renewals September 2010.



What is Project Compass ?

Three streams:

- > Online Service Adoption
- > Business Process Transformation
- > Replacement of IT Systems



Stream 3: IT Systems Replacement

- Modern front end infrastructure but aging back office systems reaching end of life;
- Document management system limitations;
- Custom developments so high costs to maintain and enhance;
- Current search functionality will not meet requirements from legislative change



Project Compass - Key Phases

- New internal search tools
 - > EPOQUENet for Patents (July 2010)
 - > Ascepto for Trademarks & Designs (Aug 2010)
- New case management system with integrated workflow and document management (2011)
- New web service platform - BusinessData



Questions

