



PUBLIC SECTOR SYMPOSIUM

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BMT102

Re-invent e-government services: Successful patterns and customer experience

Philippe Jegou

Senior Enterprise Account Manager
AWS

William Meredith

Director IP Offices Solution Division
World Intellectual Property Organization (WIPO)

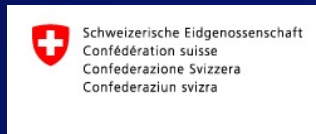


“Thinking small is a self-fulfilling prophecy. Leaders create and communicate a bold direction that inspires results. They think differently and look around corners for ways to serve customers.”

Jeff Bezos

Founder and Executive Chair of Amazon

Enterprise and Governments in Europe are transforming themselves



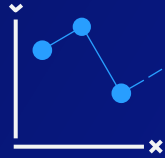
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Why Cloud Transformation – Business Value



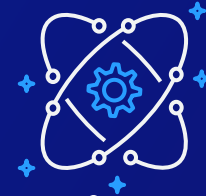
**Cost savings
(TCO)**



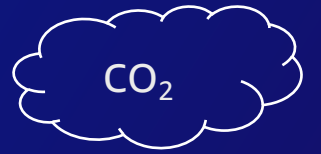
**Staff
productivity**



**Operational
resilience**



**Business
agility**



**Carbon
Reduction**

What is it?

Infrastructure cost savings from moving to the cloud

Efficiency improvement by function on a task-by-task basis

Benefit of improving SLAs and reducing unplanned outages

Deploying new features faster and reducing errors

Reduce Carbon Footprint

Examples

25% to 45%
Avg annual cost reduction

50 to 70%
Improvement in IT admin

30% reduction of Incidents
56% reduction in downtime

3.5x
Faster Deployment

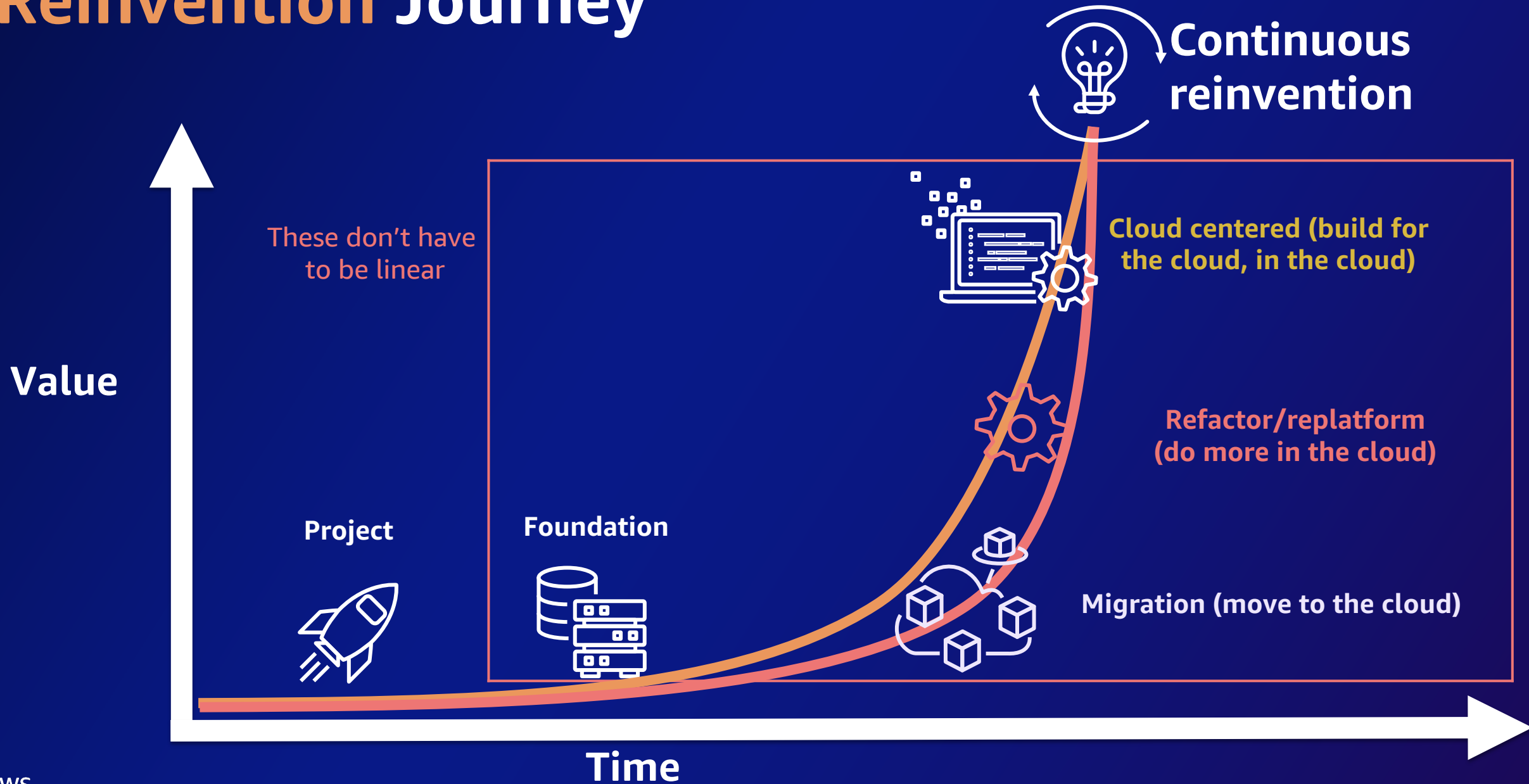
79%
Lower Energy Consumption

**Conversation
Starter**

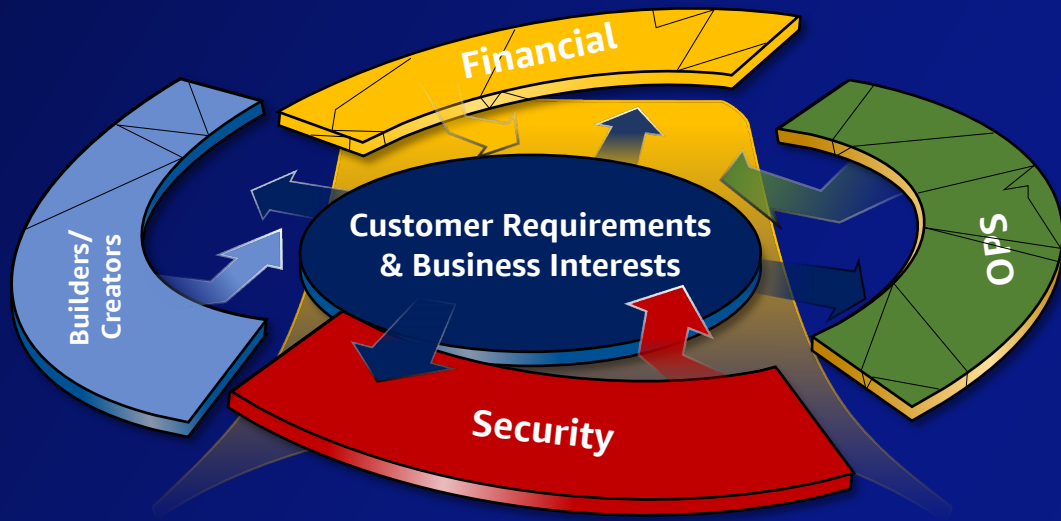
**Most compelling cloud benefits
Business/value**



Reinvention Journey



Reinvention Journey – Tensions to address



Tension and Friction

- Capability gaps
- Security & compliance mandates
- Legacy approaches to solution development
- Lack of business alignment
- Lack of standardization and reuse
- Cloud financial literacy

These **tensions and misalignments** are the biggest constraints most customers are facing when attempting transformation

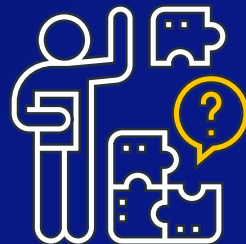
Thoughtful plan for cloud migration includes...



Senior leadership conviction
and alignment



Top-down quantifiable goals



Establish accountable leads,
train your teams

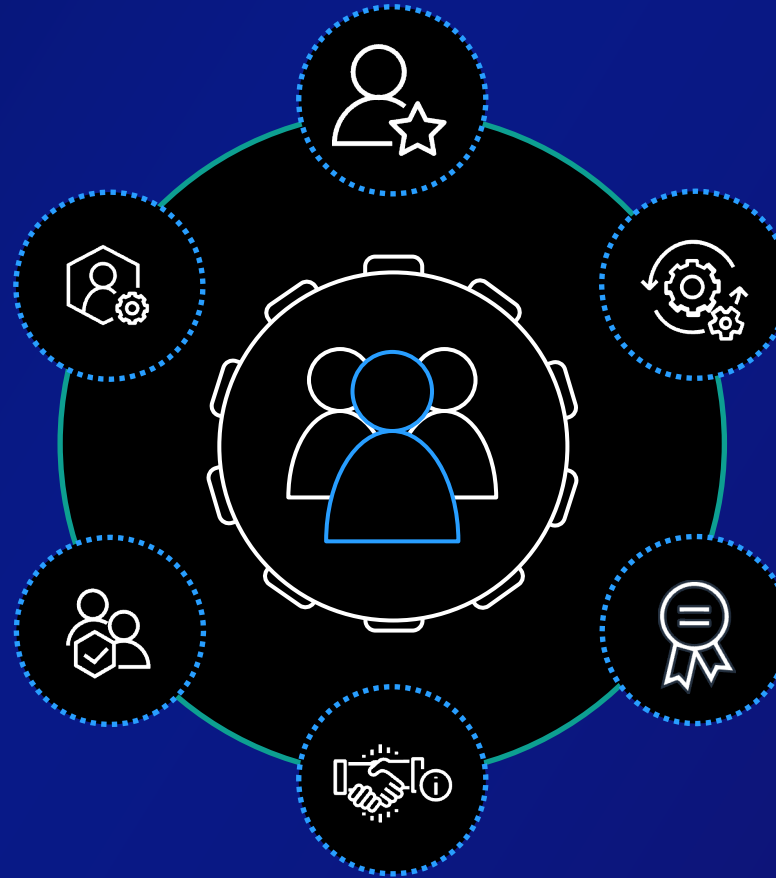


Build experience,
don't overanalyze

AWS Customer Empowerment

AWS Professional Services
Accelerate your business outcomes

AWS Account Team
Your go to advisors for your transformation and liaison to SMEs



AWS Marketplace
Procure and Deploy software solutions

AWS Support
People, technology, and programs to optimize and secure your environment

AWS Training and Certification
Build skills and validate expertise

APN Partners
A global network with deep AWS expertise

AWS Partner Network



Extend your capabilities



Gain trained
and certified



Deliver more
innovation



Mitigate your
transformation risks



Leverage AWS Investments



Save time and money

The AWS Journey at WIPO

William Meredith
Director, IP Office Business Solutions



WIPO In three minutes



Intellectual Property System – User Experience



What is IP Office Technical Assistance ?

Create a Business Enabling Environment
(cf World Bank)

Create a level playing field for
IP offices in all countries

Enabling e-government services through digital transformation

IP System – Starting Point



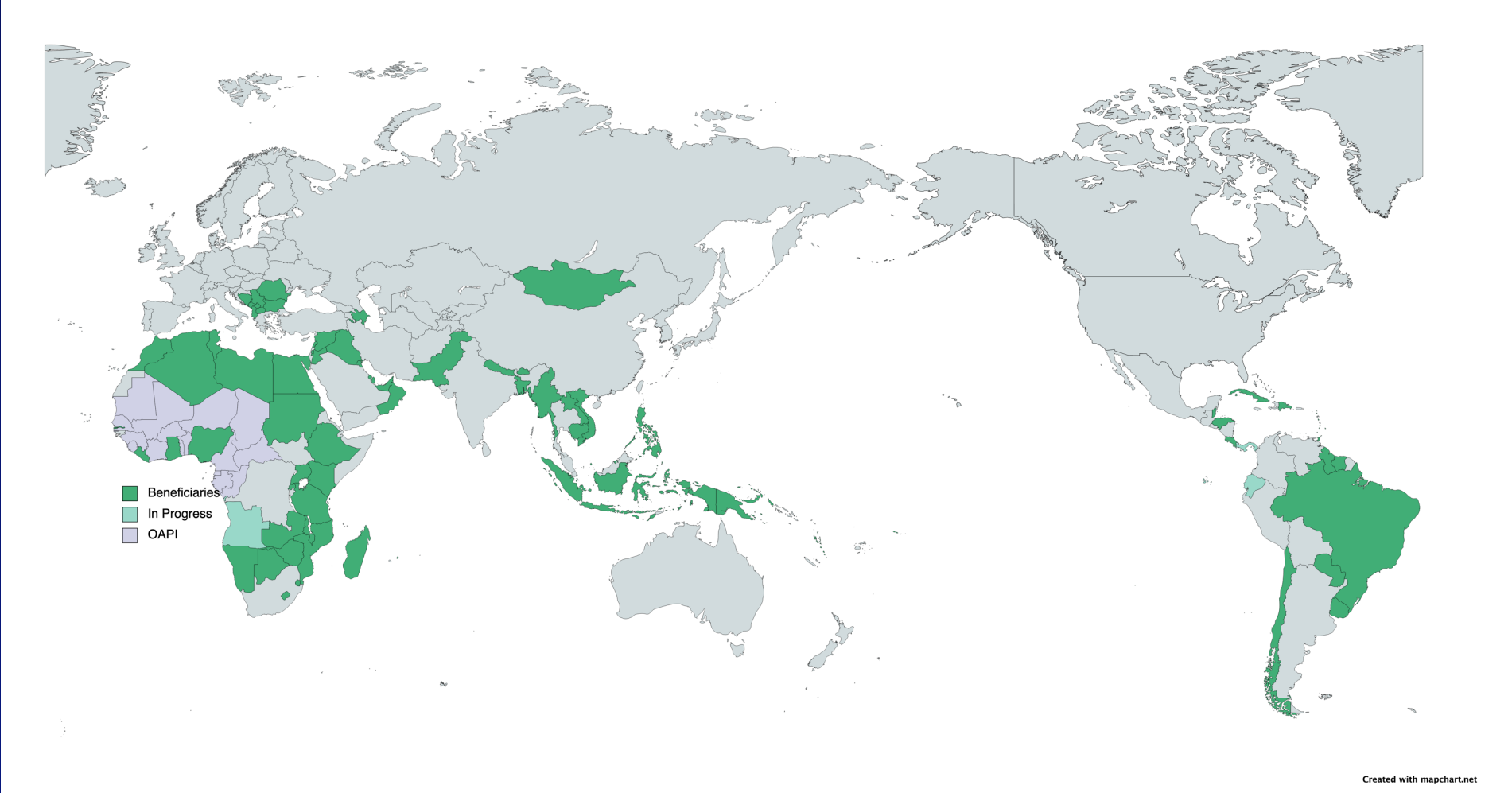
IP System – Digital Transformation Journey



Digital Transformation



WIPO IPAS Coverage

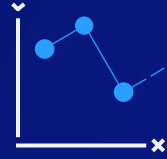


Pain Points – a 2017 Snapshot



Cost (TCO)

“Unsustainable”
to support 90+ countries



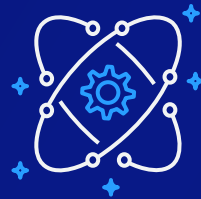
Staff productivity

Time consuming to
provide support



Operational resilience

Dependent on local
infrastructure and
capabilities

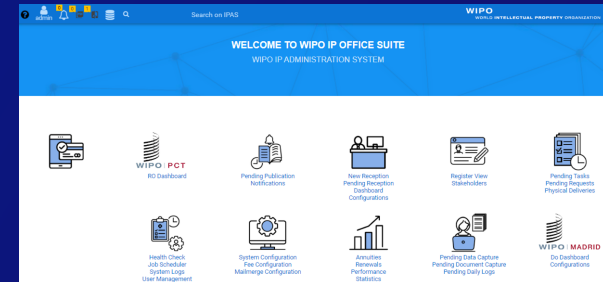
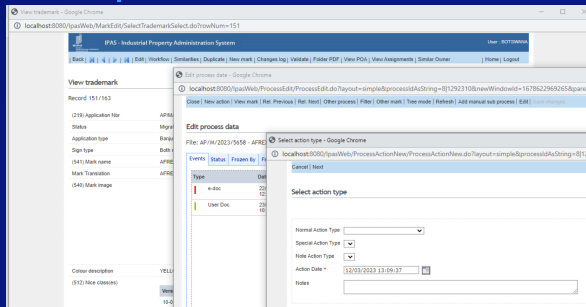
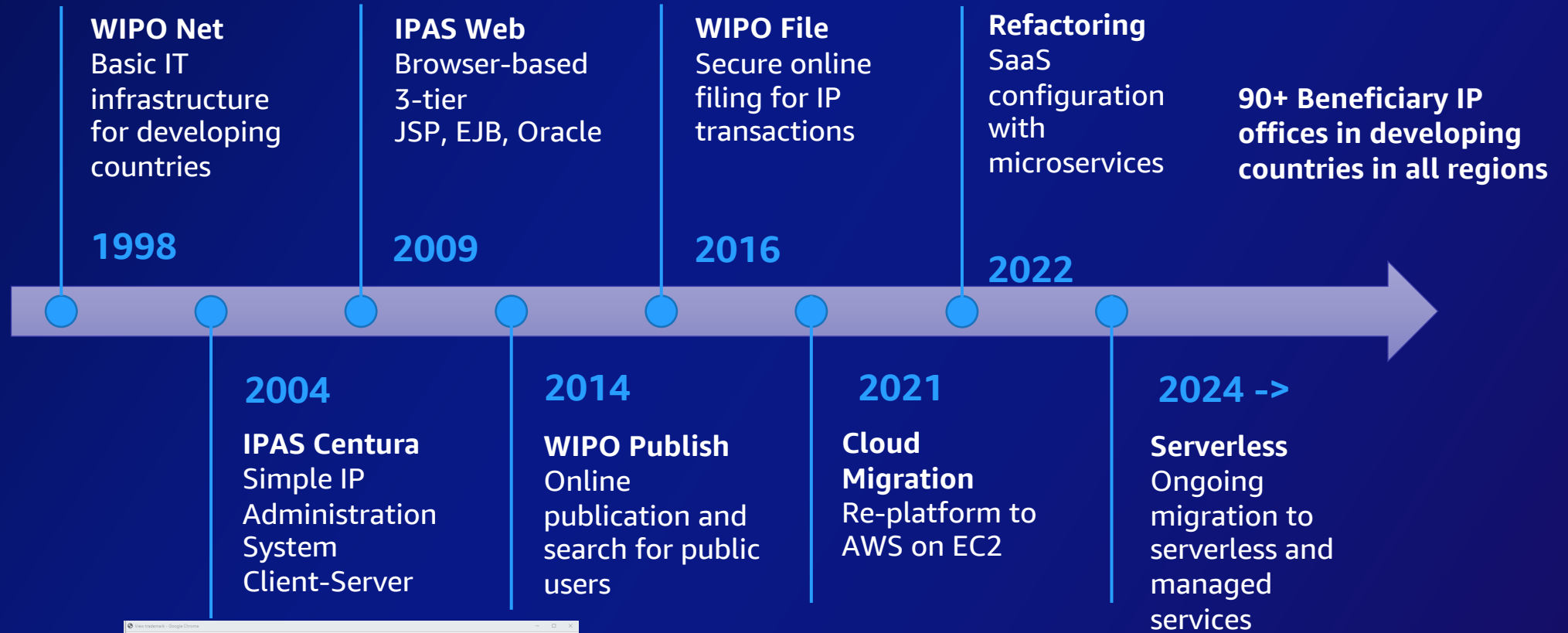


Business agility

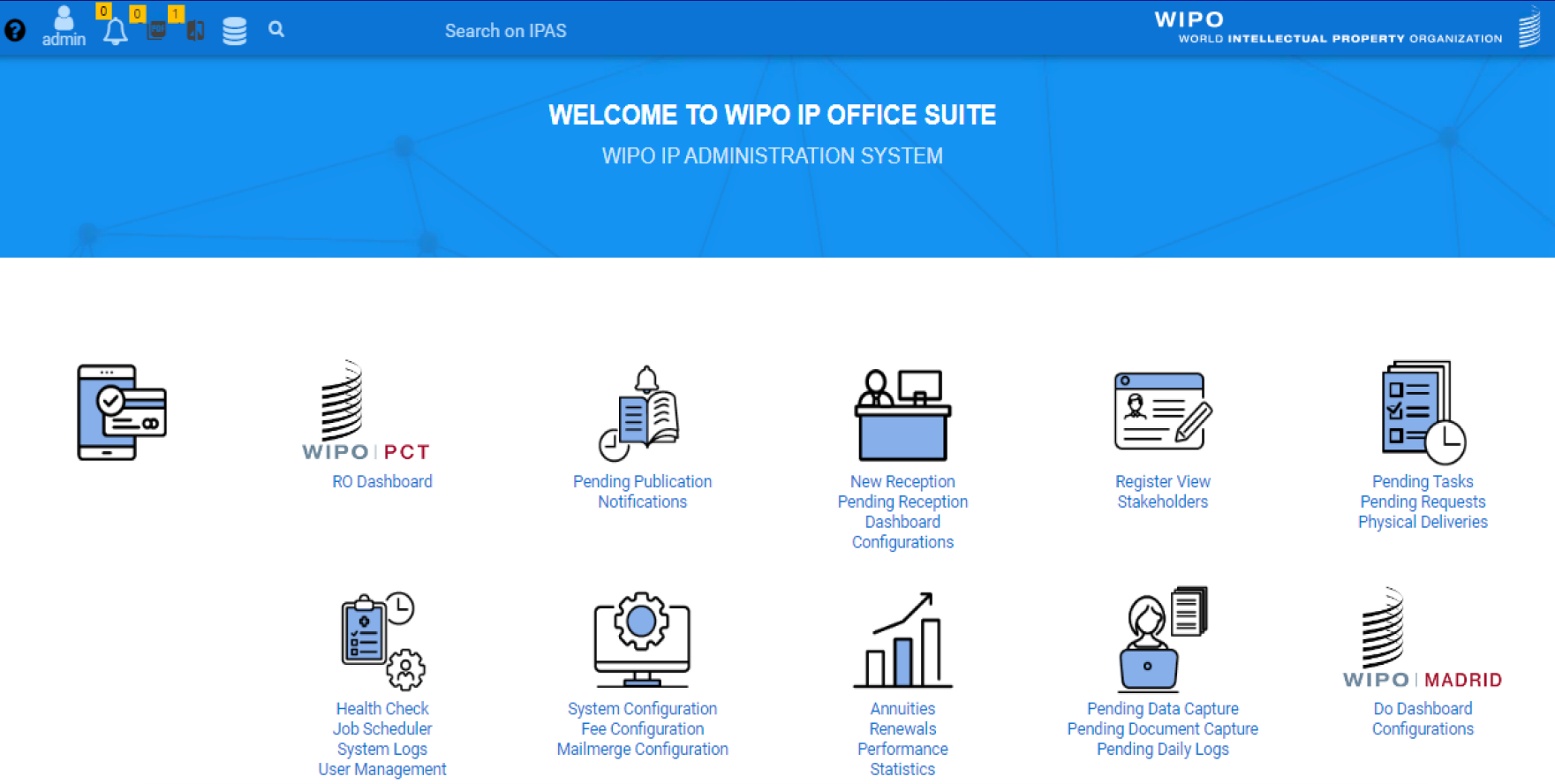
5-year upgrade cycles
Outdated versions in offices
Data quality issues



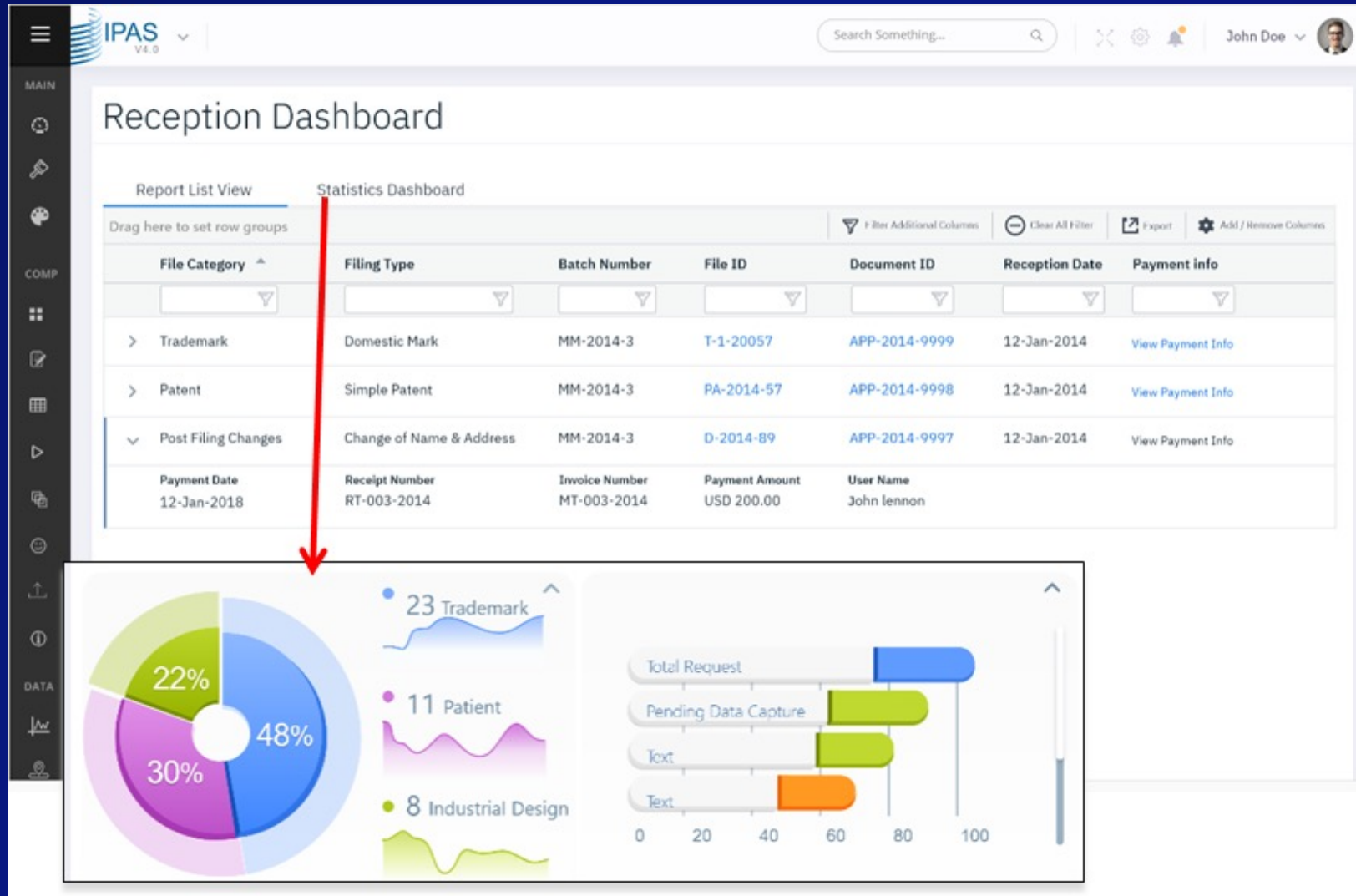
WIPO IPAS Journey – from 1998 to 2023



What does it look like?



Reception Process



Similarity Search

The screenshot displays the IPAS V4.0 Similarity Search interface. At the top, there is a search bar with the placeholder text "Search Something...". The user's name, "John Doe", is visible in the top right corner. The main heading is "Similarity Search". Below the heading is a search input field with the placeholder text "Enter affected file number or registration number" and a "Search" button. There are two filter tags: "Mark: Tiffany" and "Nice Classes: 30", along with a "Clear All" link. Below the filters are several dropdown menus for "Application Type", "Filing Date", "Reg. Date", "Expiration Date", "Classification", and "Status". There are also buttons for "My Cited Marks" and "Add to Search Strategies". The results section shows "Showing 1-5 of 180 results" and view options: "List View", "Grid View", "Table View", "Sort", and "Export". The results are presented in a table with columns for "Image", "Details", and "Actions".

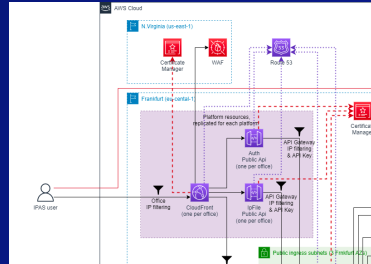
Image	Details	Actions	
	<p>Mark TIFFANY COCOZOO</p> <p>Filing No Status 50127 Filed</p> <p>Application Type Normal Mark</p>	<p>Representative ONE LEGAL LLC</p> <p>Nice Classes 30</p> <p>Applicant INTERNATIONAL FOODSTUFFS CO. LLC</p> <p>Filing Date 01.10.2018</p> <p>Reg. Date -</p> <p>Expiration Date -</p>	<p>View Details</p> <p> </p>
	<p>Mark TIFFANY</p> <p>Filing No Status 49846 Filed</p> <p>Application Type Normal Mark</p>	<p>Representative ONE LEGAL LLC</p> <p>Nice Classes 30</p> <p>Applicant INTERNATIONAL FOODSTUFFS CO. LLC</p> <p>Filing Date 01.10.2018</p> <p>Reg. Date -</p> <p>Expiration Date -</p>	<p>View Details</p> <p> </p>

IPAS in SaaS – AWS Solution

Architecture

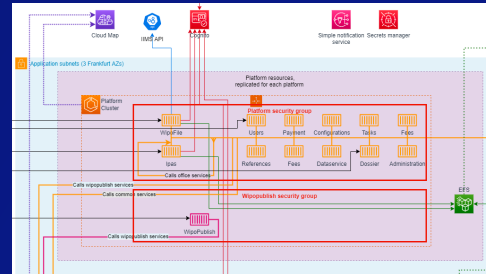
Features

Front End



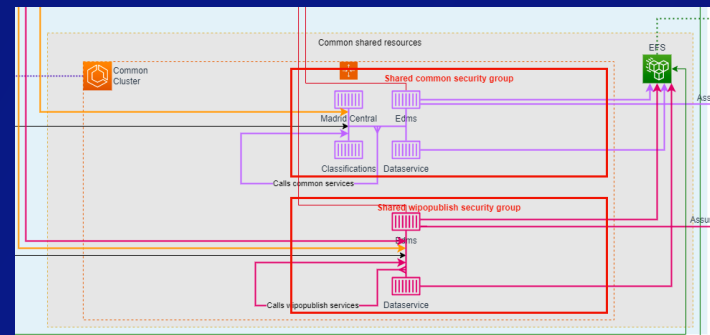
- Deliver over the internet
- API
- Security and Authentication

Platform Resources



- Separate Resources for each tenant/client
- Secure and resilient

Shared Resources



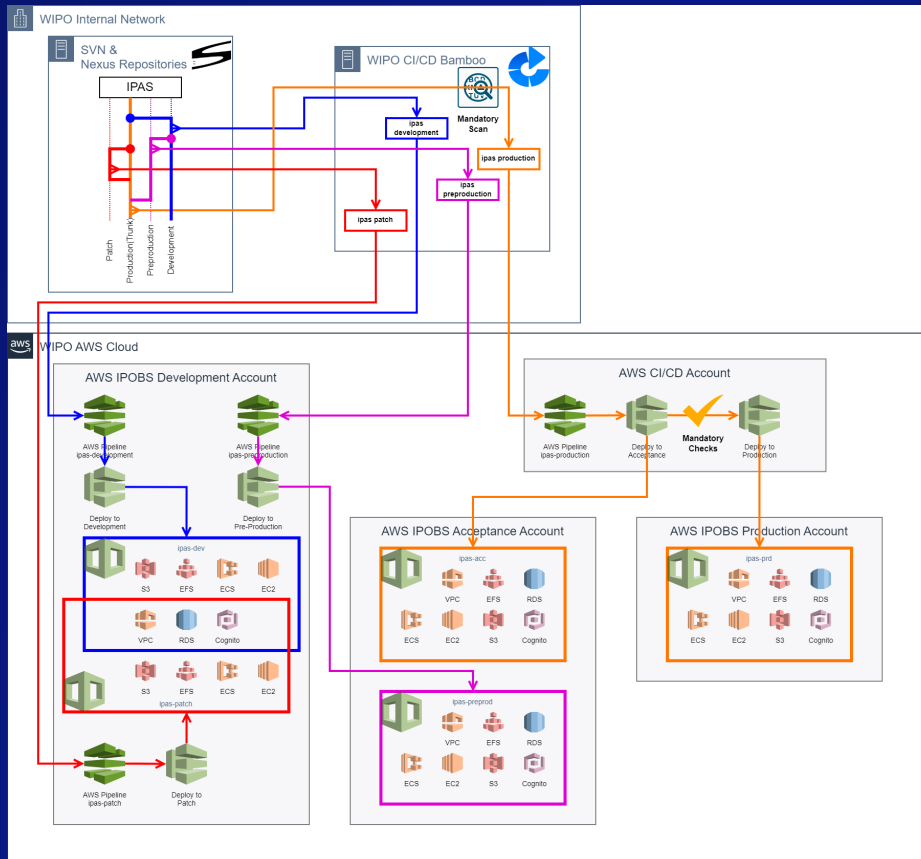
- Shared Back-end, storage and database services
- Cost efficient

IPAS in SaaS – Deployment

Architecture

Features

Deployment



Automation to ensure platform scaling

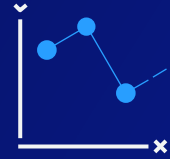
- Deployment through CDK, CICD
- Controlled environment

IPAS Modernisation – Business Results



**Cost
(TCO)**

“Unsustainable”
to support 90+ countries



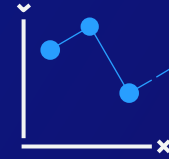
**Staff
productivity**

Time consuming to
provide support



**Cost
(TCO)**

More end users at a
lower cost



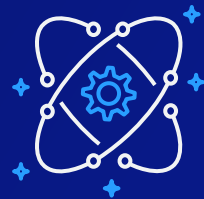
**Staff
productivity**

No travel required
Staff Productivity
increased by 50%



**Operational
resilience**

Dependent on local
infrastructure and
capabilities



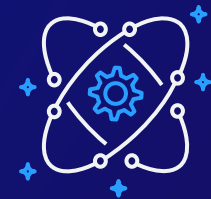
**Business
agility**

5-year upgrade cycles
Outdated versions in offices
Data quality issues



**Operational
resilience**

High severity ticket
down by 100%



**Business
agility**

Trademark Renewal
time down by 95%
Give receipt time
down by 90%



Elements of a successful journey



Executive sponsorship

Executive sponsoring and people empowerment is key to remove fear of change



Cloud-first strategy

Create your vision; incentivize team members to follow your lead



Organizational change

Two pizza team model – You build it, you run it



Adoption roadmap

Serverless, decoupling and managed Service are next step on the roadmap



Cloud center of excellence

Provide centralized expertise; guide decentralized innovations



Principles & standards

Security is number 1 element to ensure platform adoption



Experiment

Start small and iterate fast : Learning by doing

skillbuilder.aws 

Your time is now

Build in-demand cloud skills *your way*



Thank you!



Please complete the session survey in the mobile app

Philippe Jegou
Senior Enterprise Account Manager
AWS

William Meredith
Director IP Offices Solution Division
World Intellectual Property Organization (WIPO)

