

Acquisition of an IP Management System

A Case Study



IP[®] Breeze
PRO-JECT/CES-S-MGT

Keywords

IP Management System, Annuity Management, Selection Process

Company

IP law firm providing services related to intellectual property matters

Target Audience

Management, Project Board

Phase

Orientation & Acquisition

Services Provided

Consultancy, Project Management

Challenge

A dispersed application infrastructure amongst the various departments of the company, led to the need to centralize and share enterprise wide data.

Furthermore, the life span of the IP Management System (IPMS) was at a point that a re-evaluation became relevant.

The fact that the company has several departments with diverging activities which share certain data flows such as client management and invoicing, but have otherwise different workflows and data, was a complicating factor in the project .

Corporate management wished to make a comparison between Enterprise Resource Platforms (ERP) and IPMS to determine which type of system would best suit the requirements of the various business processes.

The management realized that in order to choose a suitable system from the multitude of ERP and IPMS available they needed a consultant with a detailed knowledge of the market.

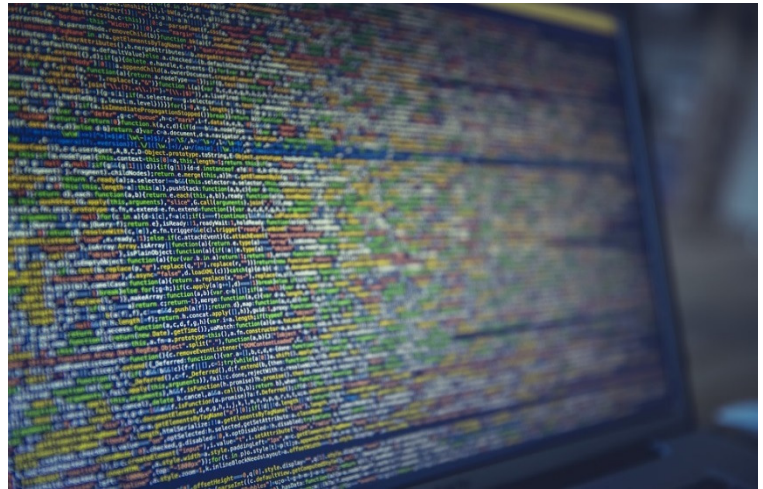
Solution

The start of the project, the orientation phase, was initiated by establishing a project mandate in which the basic requirements, constraints, business case, project board, etc., were defined.

Accordingly, we selected ERP and IPMS systems that matched the laid down requirements.

In the acquisition phase we applied our structured acquisition approach enabling the client to establish which (type of) system would meet their requirements and at which cost. A review of annuity providers was included in the project.

A well-argued decision was reached in the end. The project was concluded with a contract negotiation with the winning bidder.



FAST FACTS

32%

Total reduction of administrative processing time at IP and other departments

24%

Reduction of annuity costs

IPMS AND ANNUITY MANAGEMENT

In many cases the acquisition of a new IPMS triggers the selection of a new annuity provider.

When a supplier of a preferred IPMS does not offer in-house annuity services, or if the provided service levels and/or fee structures of the current annuity provider do not meet the expectations or can be improved, it is recommendable to include a review of annuity providers in the IPMS selection process.

When a company chooses to work with an external annuity provider the pros and cons of having to interface with the provider will have to be weighed because some kind of data exchange between IPMS and the external annuity supplier will have to be established.

The most efficient solution is to setup an interface, but manual export and import of data is also possible of course. Apart from a comparison on fee structure and service levels the costs and possibilities for interfacing will certainly have to be included in the assessment.

Results

- ✓ Corporate management gained valuable insight which allowed them to come to a satisfactory conclusion.
- ✓ The acquisition project was completed within the projected time frame and foreseen budget.
- ✓ Double inputting of data in several systems was completely erased after introduction of the new system. Several formality steps could be integrated and combined in the new system. The total reduction of processing time is estimated on 32%.
- ✓ A reduction of 25% of the annuity costs was established by switching to another provider in conjunction with the move to a new IPMS.