IPOS Sharing Session on our KM Journey
Agenda

• About Intellectual Property office of Singapore (IPOS)
• IPOS Organisation Structure
• Our Vision, Mission, Core Value and Purpose
• IPOS Core Business Activities
• KM Road Map
• KM Activities/Processes
• KM Enablers – Systems used
• Looking Forward
• Q&A
About IPOS (Background)

- Prior to 1999, known as “Registry of Trademarks & Patents”, a department under Ministry of Law
- In 1999, renamed to “Intellectual Property Office of Singapore” (IPOS)
- A statutory board under Ministry of Law since 2001 (*Established under the IPOS Act 2001*)

Diagram:

- Ministry of Law
  - Singapore Land Authority (SLA)
  - Intellectual Property Office of Singapore (IPOS)
  - Community Mediation Centre (CMC)
  - Insolvency & Public Trustee’s Office (IPTO)
  - Legal Aid Bureau (LAB)
    - IP Academy (IPA)
    - IPOS-International
    - IP ValueLab
Mission, Vision, Core Values and Purpose

Our Vision
An IP Hub of Asia

Mission
To provide the infrastructure, build expertise and grow the ecosystem in support of the greater creation, protection and exploitation of IP.
Mission, Vision, Core Values and Purpose

Core Values
Integrity, Professionalism, Team Work, People-focused

Purpose
A trusted partner to empower creators of our knowledge economy
IPOS Core Business
What do we do? Overview

Grow the IP ecosystem

Build Expertise

Restrict
# IPOS Core Business: Overview

## IP Creation

(i) Programmes for Students & General Public
- Outreach activities
- Raise awareness
- Promote respect for IP
- Social media platform *(Facebook & Twitter)* and online interactive resources

(ii) Programmes for Businesses
- Support development of IP Management Projects
- Funding schemes to offset filing cost
- Online diagnostic tool *(developed by APEC)*
- IP Factsheets, IP Consults, IP service Providers Directory, IP events

## IP Protection

(i) IP Legislation
- Administers IP Law *(Domestic)*

(ii) IP Processes & Services
- IP2SG *(Online filing, epayment, e-Search, e-Journals)*
- Quality IP Filing
- Hearing and Mediation
- Copyright Tribunals *(Secretary) & Network Service Provider Directory*

(iii) International
- Negotiation, Cooperation, Collaboration
- Overseas protection via Singapore

## IP Exploitation

(i) IP Financing Scheme
(ii) To use IP rights as collateral for financing

(iii) IP Valuation
- Listing of IP Valuation Service Providers
- IP ValueLab
IPOS’ KM Road Map
KM Road Map (2007 to Present)

From 2007 to 2012
• Setup of KM department under Corporate Service Group
• Primary focus is on capturing internal documents into a central repository and enhances internal work processes.
• Develop IPOS KM Master Plan
• Development of central intranet (KENNY)

From 2012 to Present
• KM Dept merged with Computerisation and Customer Service Dept was renamed to Customer Service and Information Department (CSID).
• KM focus was to capture business knowledge and to improve customer experience.
• Frontline Customer Service function move to IP101 in 2014
KM Activities and Processes
KM Activities/Processes

Activities/Process

- Briefing to new officers
- Knowledge Inventory with resigned officer
- Staff Directory
- Latest in IPOS
- IP News
- Connect with CE
- Travel Gateway
- My IPOS Ideas
- Library
- Town hall sessions
- Department, Cluster and Management meeting

KENNY/Face-to-Face

Face-to-Face

Face-to-Face/KENNY

KENNY

KENNY

KENNY

KENNY/Face-to-Face

KENNY

KENNY

KENNY/Physical

Face-to-Face

Face-to-Face/KENNY
KM Enablers – Systems used
Systems used in IPOS presently

**IP2SG** is an e-services portal that provides applicants to file IP applications online.

Electronic Digital Record Management/KENNY (eDRMS + Information & Collaboration Platform)
Customer Relationship Management (CRM)
Email Management/Archival (EMS)
KM Portal – KENNY (Knowledge ENterprise N You)

- Knowledge repository, sharing and collaboration platform for IPOS corporate documents and records.
- Includes Records management workflows, to track the retention and disposal due dates, and needed actions.
KENNY Functionality

• Tools available to organise and share information
  ➢ Announcements/Info sharing (Latest in IPOS, IP News, Connect with CE)
  ➢ Document/Record repositories (Document Center, Record Center)
  ➢ Search facilities (Search Center)
  ➢ Applications (Resource Reservation, Travel Gateway, My IPOS Idea, Staff Welfare Fund, IPOS Library)
  ➢ Project and Department Centers
CRMS (Customer Relationship Management System)

- System to track customers and stakeholders information
- Ability to record cases or engagements with our customers/stakeholders
- Consolidated view on our interaction with customer/stakeholders
- Better/efficient service to our customers
EMS (Email Management System)

- Emails are very important knowledge assets
- Capture and auto-archive emails into a centralised system
- Comprehensive search functionalities, “threaded” view
- Able to recover deleted emails
Looking Forward
Looking Forward

• KM is a journey, not a destination
• Keeping the momentum in KM
• Business/Data analytics, Business Intelligence
• Agile to fast changing environment in today’s knowledge economy
THANK YOU