



**WIPO**

WORLD  
INTELLECTUAL PROPERTY  
ORGANIZATION

# ■ WIPO IP Portal IP Roundtable

**21 October 2019**

# Agenda

- Overview of the IP Portal Program
- Demonstration
- Q&A

# Introduction to the WIPO IP Portal

- Improve customer experience
- Common external presence
- Unify our products
- Simplify navigation
- One stop shop for online IP services
- Systems will work in the same way

	Unified Navigation	Single Sign On	Look & Feel	Customized Dashboard	Streamlined payments	Messaging system
Arbitration and Mediation Center	2		2			
6ter & Lisbon	2					
Finance	5	2	3	3		1
Global Databases	4	3	1	3		
Hague	4	2	1		2	
International Classifications	5					
Office Business Solutions	2	2				1
Madrid	11	4	4	1		
PCT	3	1	4	2	1	1
WIPO IP Portal	3	2	3			1
<b>TOTAL</b>	<b>41</b>	<b>16</b>	<b>18</b>	<b>9</b>	<b>3</b>	<b>4</b>

# Launch preparations

- 41 online services integrated
- 6 testing phases, covering 2,637 tests
- 173 colleagues trained in 21 sessions
- Layered contingency plans for applications and Portal
- On-site team for on-the-fly fixes
- Soft launch on September 17

# Key metrics

- **Navbar views: ~250K / day**
- **Dashboard: ~2,500 / day** (700 logged-in)
- **53% Chrome**, 16% FF, 14% IE
- **85% Win**, 6% Mobile, 8% Mac
- **Most popular widget: Patentscope**
- **89% English** (~40% non-native)

# Thank you!

- <https://ipportal.wipo.int>

- Questions?