



Transactional Digital Services (TDS) Program

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Transacting with IP Australia

- Receive and process approximately 800,000 transactions annually (\$230m of revenue)
- 99.6% digital transactions split between web and a file-transfer based integration
- Transactional platforms are archaic and not flexible to change



User research

- Small businesses
- IP agents
- Software developers





User research intent

- Majority of IP Agent B2B users see the value of the transition to an API based solution
- Majority of software developers believe they can generate additional service offerings for customers using APIs





IP Agents/Firms

80%

would benefit from integrated cross government services

70%

would value case management communicating directly with IP Australia

50%

would change case management providers if it communicated directly with IP Australia

15%

do not use case management software to manage IP rights, instead use an Excel spreadsheet



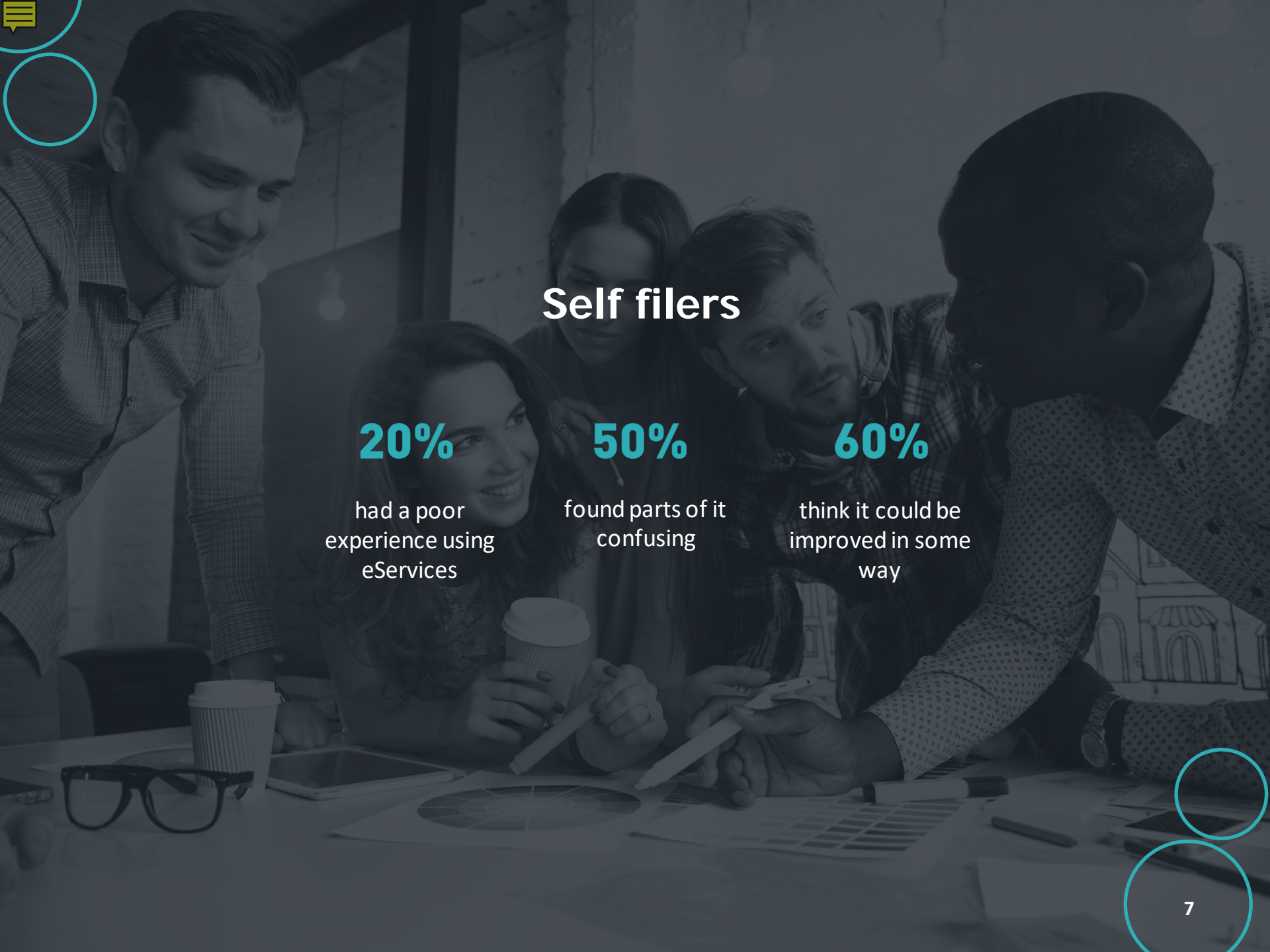
Software providers

70%

are interested in building software for self filers if a need is demonstrated

90%

would consider developing software to help IP Agents transact seamlessly with IP Australia



Self filers

20%


had a poor experience using eServices

50%

found parts of it confusing

60%

think it could be improved in some way



Program objectives

- Easy and simple to use
- Cost effective
- Reduce the barrier to entry
- Strategic digital infrastructure
- Modern and innovative



The opportunity

Filers/small businesses

- Quick IP protection
- Simple process
- Opportunity for integrated business start-up services
- Single view of all IP rights
- Low cost transactions

eServices and B2B users

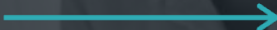
- More efficient applications and renewals
- One place to see the status of the IP rights of clients
- Improvements in customer communication
- Real-time transaction processing

Software developers

- An opportunity to build application and case management systems for self-filers and IP agents
- An opportunity to connect existing case management systems

How we are doing it

Self filers
Firms



IP Australia



Current Progress

- We have delivered nearly 50 APIs which allow IP firms and software developers to easily connect their case management system with our source systems.
- We have nearly 20 customers consuming our production APIs
- We have two of our search systems; Australian Trade mark Search and Australian Designs Search available via API
- We have held over 65 direct customer focused workshops, 6 webinars and created a TDS Program reference group that consists of well over 150 IP professionals and software developers .
- We are now shifting our focus to replacing the eServices web offering in the next 12 months.



Questions?

