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# Digital Business Strategy and Best Practices

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**Begoña Martínez de Miguel**

IT Coordinator, Spanish Patent and Trademark Office

IT Division

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# Business vs. IT



Business perspective



IT perspective



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# Business vs. IT



# Our evolution “in sync” with Strategic Plans

SP 17-20

- IP Promotion in Spain
- Internationalization
- Enforcement of IP Rights
- Quality and Excellence

SP 21-24

- Promote a Strategic Use of IP
- Foster research, development and technology transfer
- Contribute to the multilevel international governance of IP
- Fight against counterfeiting and infringement
- Approach a more people centered, sustainable, **digital**, innovative, transparent and efficient OEPM

SP 25-27

- Promote a Strategic Use of IP
- Offer higher quality services by **intelligently addressing digital transformation** to increase user satisfaction
- Continue progressing towards a **dynamic**, motivating and **collaborative** work environment
- Strengthen leadership and enhance the cooperation at a national and international level

# Success factors

- IT is represented on the Steering Committee
- IT is fully integrated into the organisation
- Mixed teams, mixed profiles
- Continuous communication
- Focal Points: Global vision





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# Focus on IT... and People

"In Amazon, we see ourselves as a **technology company** that just happens to do retail."

Jeff Bezos, Amazon

"Every company is now a **software company**. You have to start thinking and operating like a digital company."

Satya Nadella, Microsoft

There is nothing more disruptive, than a **people-centered** organization

Susana Hidalgo, Senior Adviser on Strategy and People Management



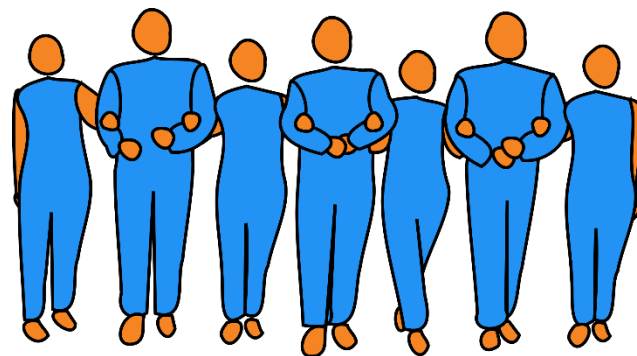
# Our Vision and values

- **Vision:**

To be a reference organization, sustainable and efficient, generating trust in **citizens**, thanks to the commitment and excellence of its **staff**

- **Values:**

- Excellence
- Innovation
- Cooperation
- Sustainability
- Talent





# Change management



# Change management





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# Expectation management

What is expected



What arrives





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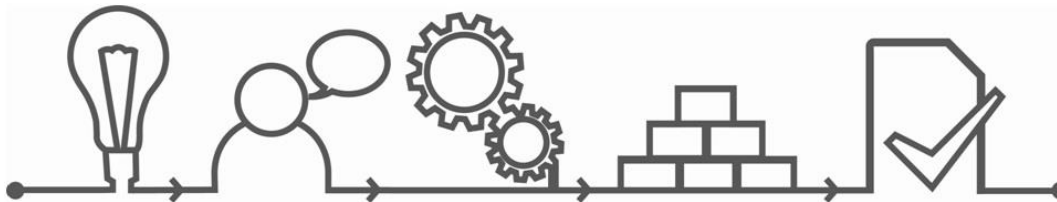
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# Expectation management

- Scope definition
- Mock up Design
- Intermediate milestones
- Smooth communication







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# Thank you!

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