



INTELLECTUAL PROPERTY
OFFICE OF THE PHILIPPINES

Topic 5: Using Business Intelligence for Strategic Decisions in IP Offices

Charles A. Merioles
MIS Assistant Director

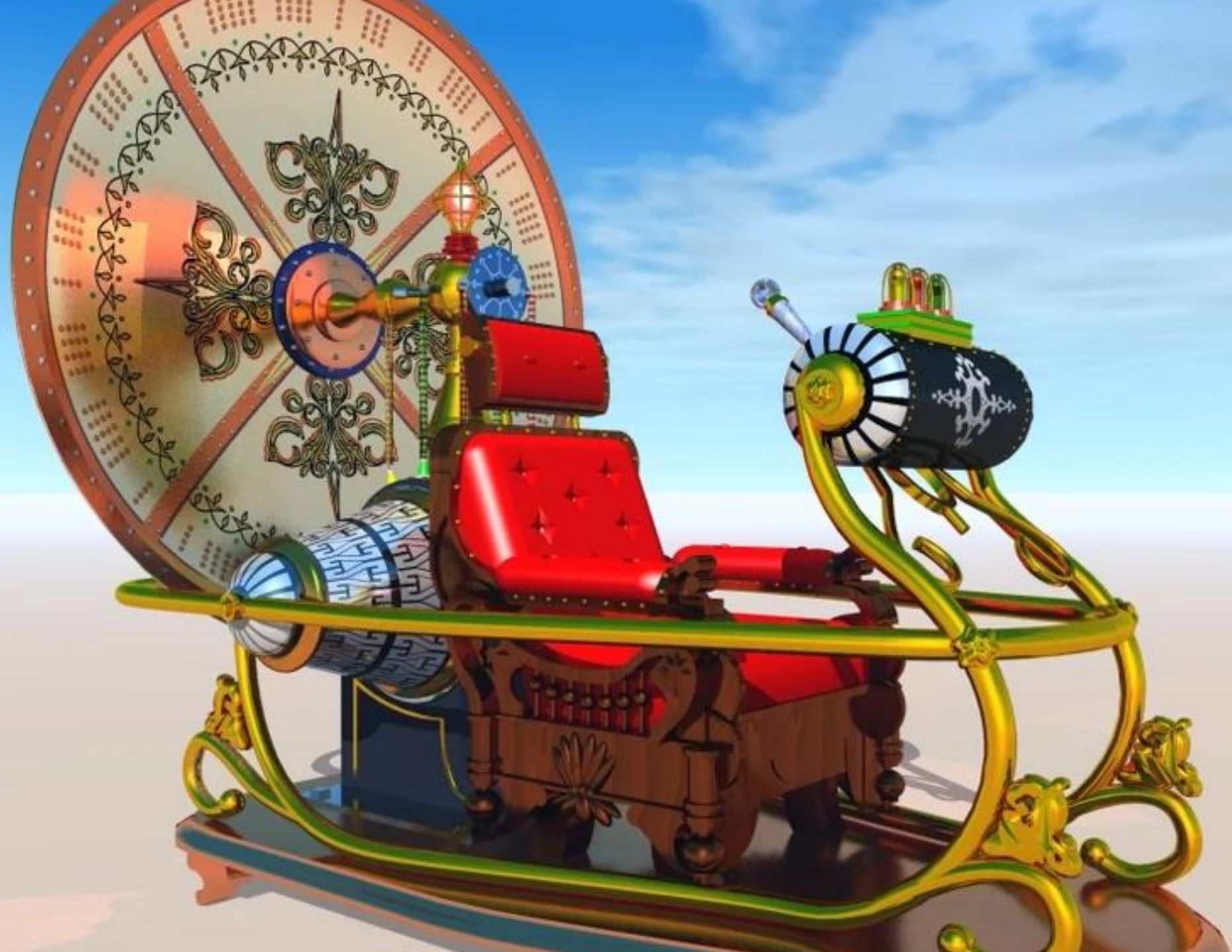






ROLEX
GENEVE

SUPERLATIVE CHRONOMETER



Implementing Business Intelligence in Government



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- Don't do it
- No one will appreciate it
- Your colleagues will hate you
- It's not worth it

Implementing Business Intelligence



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- **Improved Decision Making**
- **Enhanced Efficiency**
- **Better Customer Insights**
- **Increased Revenue**
- **Competitive Advantage**
- **Data-driven Culture**
- **Forecasting and Trend Analysis**

Filings



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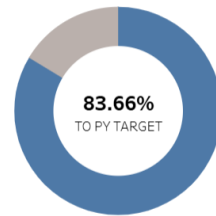
Filings Dashboard for 2024

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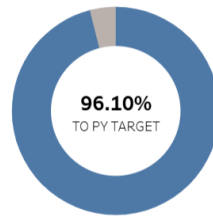
[Go to Registrations Dashboard](#)

■ Current Filings ■ Filings To Target

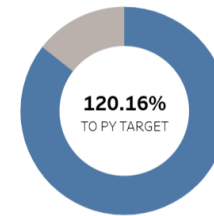
Select Year
2024



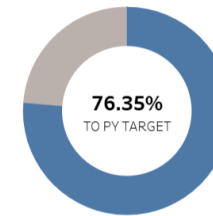
Invention



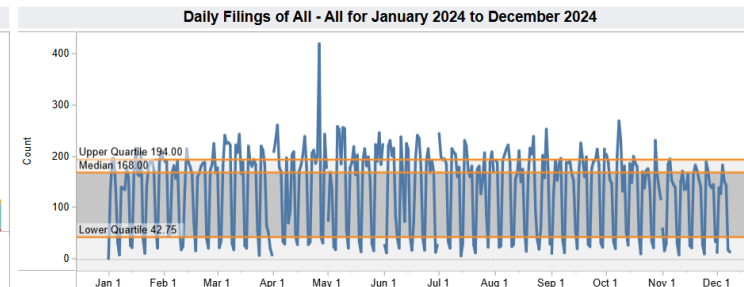
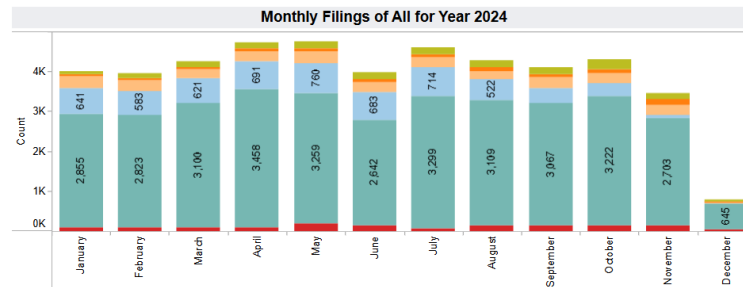
Trademarks



Industrial Design



Utility Model



Registrations



Registrations Dashboard for 2024

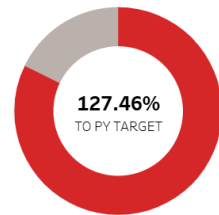
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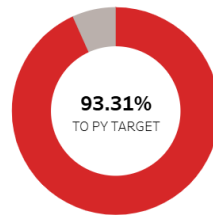
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2024

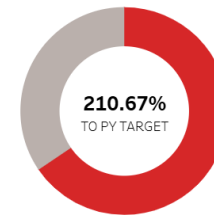
■ Current Registrations ■ Registrations To Target



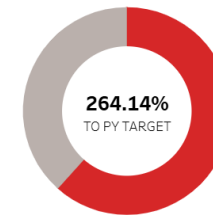
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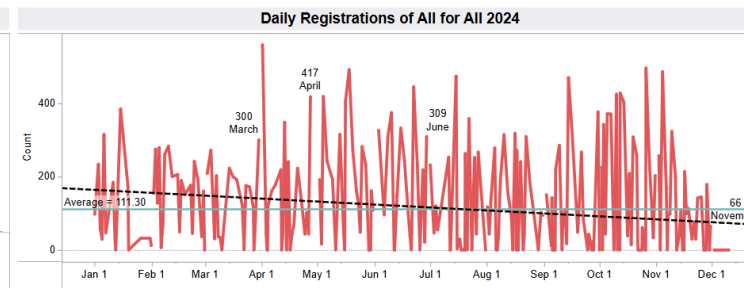
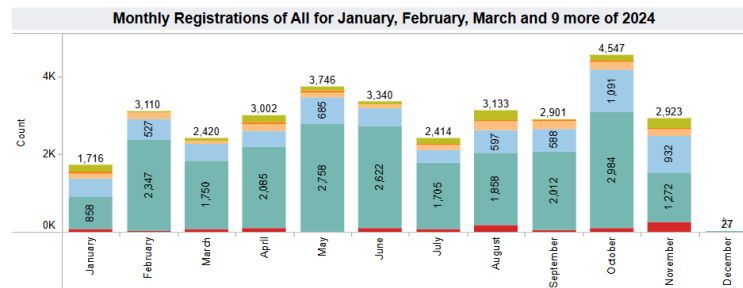
Trademarks



Industrial Design



Utility Model





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and Innovative Philippines*

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Trunkline: (+632) 238.6300

Public Information Desk Local: 5405 to 5406

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