



**GOAL 2.1  
IMPROVED USER EXPERIENCE,  
QUALITY AND EFFICIENCY**

**TIMELINE**

January 2022 to June 2025

**INVESTMENT**

EUR 960 thousand

**STAFF INVOLVED**

7.3 FTEs<sup>1</sup>

**MOST IMPACTED CAPITAL<sup>2</sup>**

Organisational

**MOST IMPACTED STAKEHOLDER**

Users/EUIPO

<sup>1</sup> Full-time equivalent.

<sup>2</sup> As part of an integrated thinking approach, in 2016 the Office adopted a five capitals value creation model (human, organisational, relational, economic & environmental).

**BUSINESS AGILITY  
ORCHESTRATOR**

The project aims to establish a system that permits **close and timely monitoring** of operations, and **continuous verification** of the alignment between the **allocated capacity** vis-à-vis the real-time inflow of work. This is in light of the diverse and changing demand patterns of the **different customer segments**, the **global economic situation** or **other external factors**.

The main objective is to come up with a business agility orchestrator system that allows for the work involved in the services provided to be allocated efficiently. This must be aligned with the overall priorities, customer demand and the needs of the different business areas. This system will allow the Office to improve how it currently distributes work. It will also help forecast the needs of the future workforce (both in terms of numbers and skillsets) in order **to meet the demands inherent to each customer segment**, and **to offer them better services and added value**. The system will **take account of the existing skillsets of examiners** when allocating cases.

**EXPECTED BENEFITS**

- Efficient and transparent self-management of work priorities and a real customer focus, thus empowering and increasing staff wellbeing
- Increase efficiency in horizontal tasks that guarantee the production level and quality
- Better quality information which will provide an insight into how best to support other key processes of the Office