



**GOAL 3.2  
EVOLVING WITH THE DIGITAL  
ERA**

**PROJECT MANAGER**

Thierry Granet

**TIMELINE**

July 2020 to September 2024

**INVESTMENT**

EUR 907 500

**STAFF INVOLVED**

10.20 Full-time Equivalents (FTEs)

**MOST IMPACTED CAPITAL<sup>1</sup>**

Organisational

**MOST IMPACTED STAKEHOLDER**

Staff

<sup>1</sup> As part of an integrated thinking approach, in 2016 the Office adopted the five capitals value creation model (human, organisational, relational, economic & environmental).

**DATA GOVERNANCE AND  
LITERACY**

Over the course of a decade, the Office has accumulated an increasing amount of data, on the core business relational databases, for corporate and operational reporting.

Data shall become the backbone of the Office's management in terms of resources, priorities or user support to ensure its continued **excellence**. To do so, the Office must provide EUIPO business users access to their departmental data in a timely fashion to **increase the efficacy of decision makers**.

Although **data collection** and **data sharing** have become normal practice, big data, multiple data sources and complex data analysis pose challenges to the organisation. To cope with them, the Office will enhance its **data literacy, governance and management maturity**. A **data governance network** will establish the groundwork for **more transparent and consistent data analysis** among the Office's departments, through the creation and maintenance of policies, standards, procedures, and a common business dictionary of concepts.

**EXPECTED BENEFITS**

- Reduced number of reporting requests
- Reduced time to deliver new operational reports
- Increased level of staff satisfaction due to reduced time to access data for self-service reporting and improved data literacy