



IPMS Patricia®

Here today, gone tomorrow? Why the demise of the classic Blackberry phone is relevant to IPMS users

Once the must-have accessory for the modern business person, the thought of functioning without a Blackberry phone would have seemed impossible to many 15 years ago – at least in the US.

Yet, reliance on Blackberry's distinctive QWERTY keyboard began to wane with the rise of the iPhone and Android-operating touchscreen smartphones. Finally, last week, the phone provider announced it was discontinuing its classic Blackberry model, the service and software effectively becoming obsolete.

It is a stark reminder for technology users, not only providers, of what can happen if the market consolidates or focuses its investment on a competing solution. If even technology as once ubiquitous and coveted as the BlackBerry can become outmoded and discarded, then the same can apply to any technology, including IP management systems (IPMS).

Your IPMS may already be becoming outmoded

Indeed, this is already happening. The IP industry has undergone a period of massive consolidation, inevitably narrowing IPMS choice as investment in systems (and user support) declines. Even if an acquired product is maintained today, it does not mean that it will remain supported in the future. Providers of multiple systems will need to consolidate their software portfolios, discontinuing some, or their ability to invest in future developments for each product will be compromised.

This is bad news for the users of those systems, especially companies or law firms that are wholly reliant on the software for their workflows and services. That is why we always encourage organizations to look forward as much as possible when making decisions about which IPMS to use today. It doesn't matter how well a system satisfies current needs if the chosen solution hasn't a clear development roadmap for the next decade, backed by investment.

That is what makes us different

I believe our IPMS Patricia® is unique in this respect. As our sole focus is on the success of the software at Patrix, there is no risk of us refocusing our efforts or investment on another product or service. It also means we are never complacent about the future of Patricia, hence our continuous and consistent investment in technology upgrades and new functionality.

Another way we ensure the longevity of our system is by working hand-in-hand with customers. We actively provide users with forums to feedback on improvements and request new capabilities. And, because we enable users to input directly into our development roadmap, the system evolves to meet their needs. In other words, we adapt our IPMS to best support our customers, rather than forcing them to change how they work to access our IPMS.

If you are unhappy with your existing IPMS or concerned about its future, why not reach out to us today? We'd be happy to introduce you to our new 6.0 browser and share our technology roadmap for future developments.

