

Novitnie Obladnania LLC

Fights against intellectual property violations and protects the economy with Big Data platform



Overview

Founded in 2015, Kyiv-based Novitnie Obladnania LLC offers social media monitoring, analytics, and other IT specialist solutions and services. "We develop unique IT solutions for IP protection, operate them on our infrastructure and offer this capability as a service to customers," explains Dr Olena Obukhova, Deputy Director of Business Development, Novitnie Obladnania LLC.

Challenge

Intellectual Property Protection

A recent report by the Organisation for Economic Cooperation and Development (OECD) and the European Union's Intellectual Property

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Office (EUIPO) suggests the importation of counterfeit and pirated goods is rife.* According to the article, total global imports stood at US\$17.9 trillion with the value of counterfeit and pirated goods at US\$461 billion, a staggering 2.5 percent of world trade. U.S., Italian and French brands are the hardest hit with many of the proceeds going to organized crime. The report also suggests that fake goods account for 5 percent of imported European goods, with China being the worst offender.

Novitnie Obladnania LLC quickly identified the potential of the intellectual property (IP) protection market and wanted to add an IP protection service to the business's existing portfolio. Typical IP infringements include patent, copyright, industrial design, trademark, plant variety, trade dress, and trade secret contraventions.

Seeking a Business Partner

Organizations such as a Ukrainian dynamic and independent business network strive to offer their clients IP protection services. With this in mind, Novitnie Obladnania researched the market to identify a business and technology partner that could deliver a highly scalable enterprise search and data analytics platform to monitor and detect IP violations on the Internet.

* OECD/EUIPO (2016), *Trade in Counterfeit and Pirated Goods: Mapping the Economic Impact*



At a Glance

- **Industry**
IT services
- **Location**
Ukraine
- **Challenge**
Deploy an IT solution to monitor the Internet and detect intellectual property infringements
- **Products and Services**
IDOL
- **Success Highlights**
 - + Offered an efficient, easy-to-use and cost-effective single platform to search the Internet for intellectual property violations, satisfying the needs of customers and clients
 - + Simplified the management of a complex search process while optimizing backup and recovery processes, and safeguarding mission-critical data
 - + Increased the turnover of genuine goods manufacturers by up to 20 percent, aiding the development of the Ukrainian economy
 - + Supported the country's fight against counterfeit goods, satisfying the European Union's membership requirements, and lowering compliance risks

“Our Micro Focus (now part of OpenText™) technology-based IP protection solution therefore satisfies our need to deliver IP protection services to customers while simultaneously fulfilling the requirements of our customers’ commercial clients.”

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Solution

High-Volume Processing Capability

The IP protection solution developed by Novitnie Obladnania comprises six ProLiant DL380 Gen9 Servers, an 3PAR StoreServ Storage System, and two 5900 switches. The solution employs OpenText™ IDOL software as the Big Data analytics platform while Windows Server 2012 and Microsoft Hyper-V act as the operating system and virtualization platform respectively.

“IDOL is especially attractive as this enterprise search and data analytics engine monitors and processes high volumes of information in text, graphic, audio and video formats from the Internet,” continues Obukhova. “We are now in a position to offer customers an IP protection service.”

Boosting the Ukrainian Economy

The Ukrainian independent business network required an IP protection service to counter contraband and counterfeit trade resulting from violations of its clients’ IP rights. The network has more than 9,000 members and provides businesses and entrepreneurs practical assistance about trading in domestic and foreign markets as well as promoting the export of Ukrainian goods alongside a wide range of professional services including patenting, licensing and protection services.

“As Ukraine is listed as a country with inadequate legal protection of intellectual property, finding a highly effective service to counter the international trafficking of contraband and counterfeit products was essential to boost

the development of our economy, especially to support our application to join the European Union,” says a spokesperson for the business network.

Results

Detected Unlawful Trading

Shortly after Novitnie Obladnania started providing the business network with a regular IP protection service, the OpenText™ IDOL search and data analytics platform identified several informal manufacturers. They were selling illegal automotive spare parts produced by using the IP rights of a genuine manufacturer and member of the business network. After gathering the information, the IP protection solution generated comprehensive reports to act as evidence during legal prosecutions that support the Ukrainian law authority’s fight against fake goods.

“We believe that eliminating the unlawful trading identified by our IP protection solution has increased the genuine manufacturer’s annual turnover by 20 percent,” states Obukhova.

“By using the services of Novitnie Obladnania, the IP protection solution has rapidly processed sales transactions involving counterfeit goods and these cases are currently in the hands of our lawyers,” reveals the company spokesperson.

Simplified Complex Search Processes

Novitnie Obladnania has therefore successfully harnessed the power of Big Data analytics, servers and storage technologies to create an efficient and effective platform for searching

the Internet for IP infringements without relying on extensive human and IT resources.

The analytics capability eliminates the use of conventional databases, reducing complexity and lowering storage costs. Moreover, the IP protection solution simplifies the management of complex search processes while optimizing backup and recovery processes.

“Our Micro Focus (now part of OpenText™) technology-based IP protection solution therefore satisfies our need to deliver IP protection services to customers while simultaneously fulfilling the requirements of our customers’ commercial clients,” concludes Obukhova.

Learn more at

www.microfocus.com/IDOL

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