

# Software-as-a-Service in the patent and trade mark sector

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## Pros and cons of the concept and for whom it is worthwhile

### Introduction to Software-as-a-Service (SaaS)

Software-as-a-Service (SaaS) is an increasingly popular model for providing software. These are cloud-based applications that users can access via the internet instead of installing or maintaining them locally. This concept has become established in almost all industries in recent years and offers a flexible, scalable alternative to conventional on-premises solutions.

SaaS applications such as **Salesforce** (CRM), **Microsoft 365** (productivity tools) or **Slack** (communication) show how companies can simplify and optimise their working methods by using this technology.

Due to the particular confidentiality of the data – this trend has only now reached the world of intellectual property, where a large number of applications, including Patrix Patricia®, are offered as SaaS solutions.

The central characteristics of SaaS are:

- **Accessibility:** Software is provided via a web browser.
- **Subscription model:** Users pay monthly or annually for use.
- **Maintenance by the provider:** Updates and security measures are carried out automatically.

This document will explain the advantages and disadvantages of SaaS and define the target groups for which this model is suitable. It also takes a look at the current market and the challenges.

## **Pros of SaaS**

The advantages of SaaS are manifold and have led to this model becoming increasingly popular compared to traditional solutions. Here are the most important aspects in detail:

### **1. Cost efficiency**

SaaS minimises entry costs as there is no need to purchase expensive hardware or software licences. Instead, companies pay a subscription that is tailored to their usage. This is particularly attractive for small and medium-sized enterprises (SMEs) working with limited budgets. Of course, this also applies to small to medium-sized law firms, which are no different from SMEs in this respect and, conversely, are even more dependent on a 'fail-safe' IT solution and software.

**Example:** A law firm with 10 employees uses Office365/Exchange to manage emails and Patricia® SaaS to manage files and file documents without having to invest in servers or IT staff.

## 2. Flexibility and scalability

One of the biggest advantages of SaaS is the ability to add or reduce functions or users as required. Companies can easily adapt their utilisation to changing requirements, which is particularly important during growth phases.

## 3. Automatic updates and maintenance

Responsibility for maintenance and security updates lies with the provider. Users benefit from a software version that is always up-to-date without having to invest in additional resources. This saves time and reduces IT costs.

## 4. Accessibility and collaboration

applications are available via the internet, teams can work together from anywhere. This is a decisive advantage, especially at a time when working from home and remote working are becoming increasingly important.

### Advantages

- **Save costs:** No high initial investment.
- **Always up to date:** Automatic updates and patches.
- **Flexibly scalable:** Ideal for growing companies.
- **Remote-friendly:** Easy access from any device with an internet connection.

## Cons of SaaS

Despite the numerous advantages, there are also challenges that should be considered when introducing SaaS:

### 1. Dependence on a stable internet connection

A reliable and fast internet connection is essential for SaaS. This can be a problem, especially in rural areas or in the event of network outages.

### 2. Data protection and security

As data is stored on the provider's servers, there is a basic risk of data loss or misuse. Companies must ensure that SaaS providers are compliant with data protection regulations such as the GDPR and ideally have their software on their own hardware infrastructure in the EU or Germany legal area without the intervention of US law (keyword: 'US Homeland Security Act').

This is a mandatory requirement for law firms, but also for companies that are subject to strict regulation (e.g. pharma, biotech).

### 3. Limited customisability

Many SaaS solutions offer standardised functions that do not always meet the specific needs of a company. Customised adaptations can be expensive or not available at all.

Hybrid concepts offer advantages here, where the backend of the SaaS solution is standardised, but the frontend still leaves room for customisation. **The Patricia®** solution is an example of a solution that combines maximum standardisation in the technical backend with a great deal of individual design freedom in the frontend.

#### 4. Vendor lock-in

Dependence on a provider can become problematic if they increase their prices or discontinue support for certain functions. Changing providers is often associated with costs and effort.

##### Disadvantages

- **Internet dependency:** No use without a connection.
- **Data risks:** Data protection and security must be guaranteed.
- **Standardised solutions:** Fewer customisation options.
- **Ties to providers:** Switching can be expensive and difficult.

### For whom is SaaS worthwhile?

#### 1. Small and medium-sized law firms

Small and medium-sized law firms benefit from the low barrier to entry and the low running costs. SaaS enables them to use modern software solutions without having to set up their own IT department or greatly reduce the IT support costs in their own law firm. At the same time, it enables distributed working, which is so important for modern law firms – from anywhere at any time.

#### 2. Companies

Both small and medium-sized enterprises (SMEs) and large corporations use SaaS solutions, especially for specific applications such as IP management. These applications, which generally only affect a very limited, demanding group of users in the company, but which have and must fulfil particularly high requirements, are often implemented as SaaS.

### 3. Research facilities

Research institutions generally have an excellent IT infrastructure, but with their own requirements specifications for public institutions, they sometimes have conflicts of interest with the needs of IP management. SaaS solutions can also help here.

#### Target groups

- **Law firms:** Cost efficiency and ease of use. Quick start without IT expertise.
- **Large companies:** Supplement to existing solutions.
- **Research:** Affordable and easy to implement.

### Conclusion and outlook

SaaS has revolutionised the way companies use software. The benefits – from cost savings to easy scalability – make the model attractive to many target groups. At the same time, law firms and enterprises must carefully weigh up the challenges, particularly in terms of data protection and dependence on the provider.

#### Conclusion

- **SaaS is becoming increasingly important in the patent and trademark sector**
- **Trust in the right provider is of central importance**
- **The future trends of AI, automation and security can only be realised efficiently as a SaaS solution**

As digitalisation progresses, the importance of SaaS will continue to grow. Future developments will include the integration of **artificial intelligence (AI)**, **automation** and improved **cyber security**.