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USE CASE

Enabling Global Trademark Management Solution

Through a close collaboration with **Noesis** and leveraging a **client-driven vision, customized trademark management solution** was successfully brought to market within **5 months**. Built on **OutSystems**, the application now allows **multinational clients** to easily **visualize** and **manage global trademark portfolios**, making **IP management more strategic**, **efficient**, **and transparent**.

Sector	Delivery Unit	Solution
Legal	Low-Code Solutions	OutSystems

THE CHALLENGE

Previously, clients struggled with:

> **Fragmented** and **dispersed trademark data**, making it difficult to gain a **comprehensive view** of their portfolio.

> **Slow**, **manual processes for gathering** and **cross-referencing trademark information.**

> Lack of **interactive tools to analyze** and **filter data for better decision-making**.

GOALS

A leading global Intellectual Property (IP) firm needed a **centralized and user-friendly platform to help multinational clients easily manage and visualize their global trademark portfolios**.

The goal was to evolve a **proof of concept (POC) into a fully functional product** that could confidently support complex IP portfolio management for enterprise clients.

SOLUTION

Noesis partnered with the client to develop a customized brand management solution that integrates and centralizes all trademark-related data, offering a dynamic and interactive experience for IP management.

Key features of this solution:

› Integrated view of trademark portfolios, enabling faster and more informed decisions.

› Interactive map-based interface, allowing clients to visualize trademarks across global markets.

› Dynamic data filtering options, supporting detailed analysis and cross-referencing of trademark data.

› User-friendly access to all relevant trademark information in one centralized platform.

Technical and Project Highlights:

› Delivered the first production version in just 5 months, enabling rapid testing and market entry.

› Built as a scalable product based on a validated POC.

› Developed with 8 consultants working closely with the client team and an IP partner who initiated the solution concept to address client pain points.

Technical Foundation

The application was developed using **OutSystems**, enabling rapid development of a scalable, secure, and high-performance platform. OutSystems provided a modern low-code environment to support dynamic user interfaces, seamless data integration, and fast time to market.

RESULTS

› **Accelerated product launch** - First version ready and in **production in 5 months**.

› **Highly visual** and **interactive access to global trademark data, improving client decision-making.**

› **Centralized** and **integrated data view, reducing complexity and manual effort.**

› **Enhanced client satisfaction** and **engagement, enabling the client to quickly demonstrate** and **market the product to their multinational customers**.

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Noesis is an international tech consulting company with 30 years of experience, delivering solutions to drive digital transformation and support business growth. It offers a wide portfolio of IT services, including areas such as IT Ops & Infrastructure, Cloud & Security, Enterprise Solutions, Low-Code Solutions, Data Analytics & AI, DevOps & Automation, Quality Management, Enterprise Application Integration, and Professional Services.

With more than 1.300 highly qualified talents, Noesis operates in seven countries: Portugal, Spain, the Netherlands, Ireland, Brazil, the USA, and the United Arab Emirates. As part of the Altia Group, listed on the Spanish stock exchange BME Growth, the company integrates a network of more than 4000 professionals, with operations in nine countries and a presence in more than 30 locations.