

## 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**  
Legal

**Delivery Unit**  
Low-Code  
Solutions

**Solution**  
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.**



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.