

## CASE STUDY

# Product Engineering Solution for an IP Service Company Looking for a Standard Product



## OVERVIEW

The client, one of the world's largest IP service companies, operates across 20+ global offices. Their offerings encompass IP strategy consulting, comprehensive IP management software, IP maintenance services, and advanced patent search and analytics tools.

## CHALLENGES

The client sought a standardized product capable of meeting most customer needs. There was a need for specific customizations in certain modules, which could not be addressed by standard product offerings alone. Consequently, a technical architecture and framework supporting easy customization of the standard product were required.

### INDUSTRY

- Intellectual Property

### SERVICES

- Cloud Development
- Product Engineering
- Digital Transformation
- Custom Software Development

### TECHNOLOGY

- Angular
- SQL Server
- C#
- Web API



## SOLUTION

Contata devised a specific architectural design allowing to override module-specific features through customization. This solution, termed 'Custom Hooks,' enabled the selection of specific features during product deployment. Custom Hooks can be tailored to individual customer requirements and selected during product deployment, overriding standard features. Contata developed hooks for both backend and frontend modules. This means that even the UI/UX of a particular feature can be customized without affecting other aspects of the application's interface

## BENEFITS

- Accelerated turnaround time for deploying customized product versions.
- Configuration changes can be made quickly, reducing time and effort.
- The pluggable hooks design enhances the application's overall DevOps friendliness.
- Tailoring products to customer-specific requirements distinguishes them from repetitive market competition.

## About Contata

Contata Solutions is a trusted leader in technology and digital innovation. Through our work in data engineering, data analytics, machine learning, marketing automation and app development, we deliver solutions that address complex problems in ways that are simple, insightful and impactful.

Our promise and value proposition to our customers is simple: we leverage our deep technical expertise and global presence to bring software products and data-driven decision capabilities to life.

Founded in 2000, Contata is a privately-held company headquartered in Minneapolis that serves clients globally from offices in the United States and India.