

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

## Introduction

The client is one of the world’s largest IP service companies with 20+ worldwide offices, the company offers IP strategy consulting, comprehensive IP management software, IP maintenance services, and cutting-edge patent search and analytics tools.

## Need

Idea was to develop a standard product that can fulfil most of the customer’s needs, however, still there may be a requirement for specific customization in any module which can not be considered a standard product offering. In such cases, we had to think of a technical architecture and framework which supports easy customization of a standard product.

## Solution

We developed a specific architectural design that can override the specific feature of a module which customization and the same can be chosen while the deployment of the product instance. We call it ‘Custom Hooks’ which can be developed specifically to a customer’s need and while deploying of product to a specific customer, DevOps settings can select a specific hook to be deployed over the standard one.

We developed hooks for both back-end modules as well as front-end modules. It means, even the UI/UX of a particular feature can be overridden/customized without impacting any other UI aspect of the application.

## Advantage

- Quick turnaround time for deploying a customized version of the product.
- Configurational changes could be done in a very less span of time, this saves a lot of time and extra work.
- Pluggable hooks design makes the overall architecture of the application DevOps friendly.
- When the products are based on customer-specific requirements the product stands out of the repetitive competition from the market.

## Industry

Intellectual Property

## Our Services

Cloud Development

Product Engineering

Digital Transformation

Custom Software Development

Data & AI-Driven App

## Technology Stack

Angular

SQL Server

Entity Framework

C#

Web API