EvokeTechnologies
Customer Focused Solutions for Every Day Challenges

Case Study

Custom Application Development for Detecting Trademark Infringement

Overview

Our client is a world-leader in business, legal and financial services. They offer a comprehensive suite of brand protection services to leading businesses globally. They are renowned for their technical superiority and have been ranked #1 by the World Trademark Review for their quality of service. They make use of technically superior software tools to enhance the value of leading brands, while combatting the forces that try to undermine them.

In today's web-driven economy, there are many brand abusers who try to impersonate a branded company, causing loss of revenue, reputation and trust. To combat this, our client required a sophisticated monitoring platform that can detect trademark infringement.

Business Requirement

- Software application redesigning

- Implementing new technologies such as Ext JS to create a rich UI

- Implementation of Grails web application framework

- Training existing team on emerging technologies

- Short duration and new technology implementation

- Provide option for bulk upload (almost 10,000 records at a time)

- Constant updates and requirement changes from the client had to be accommodated without consuming any additional development time

Evoke's Solution

Evoke Technologies came up with a smart solution titled *'Detection Console'* to address our client's specific business requirements. We proposed a complete revamp of their existing software application to make it more robust thereby enhancing the overall brand protection capabilities or our client.

Scrum framework was extensively utilized for the entire application development process, which resulted in improved productivity. It further helped us to accommodate our client's changing business requirements.

Solution Overview

Detection Console requires an input file (image), which could either be a brand's image or trademark of the company. The Detection Console then searches and sorts out data from various search engines including Google, Yahoo, Bing, etc. to scrutinize for violation of trademarks or impersonation of trademarks. Detection Console further creates an exhaustive report highlighting a list of companies that are similar to the input company. The report is carefully analyzed by our client to list out any potential infringers.

Benefits

- The client's time and resource requirements were drastically reduced after implementation of this solution.

- The number of records processed at a given time went up by almost 250%.

- The number of records uploaded in a 30 second interval went up by almost 40%.

- The entire functionality was developed on a single page UI, which helped users to focus more on data rather than on the navigation.

- The new application had a provision to upload unlimited number of records.

Evoke Technologies - IT Services

Evoke Technologies assists global enterprises in developing and deploying world class software applications that help them overcome critical business challenges. Our highly mature software methodologies and frameworks help us to build and deploy highly secure and robust software applications, while reducing costs and adding value to our clients.

Our software development teams perform various quality assessments checks to mitigate risks and ensure delivery of high quality software applications. With more than 12 years of expertise in software development, we have become one of the most trusted IT partners for all software development requirements of our clients.

Over the years, we have gained deep-domain expertise in almost all major industry verticals, which enables us to cater to the diverse software development requirements of our clients. Our offshore development team takes complete ownership of planning, designing, testing and providing security to the software applications of our clients. Further, we follow widely accepted industry-standard software quality frameworks and have been appraised for ISO 27001, ISO 9001 and SEI-CMMI Level 3.

About Us

Evoke Technologies is an innovative information technology services firm offering world-class software solutions. We are a client-centric and relationship-based company with a focus to provide cost effective software development and support solutions. We are SEI-CMMI Level 3 appraised, ISO 27001 and 9001 compliant IT enterprise that focuses on quality and delivering business value.

Incorporated in the year 2003, Evoke Technologies has been actively helping global corporations to innovate and transform their businesses utilizing IT. Our global delivery and engagement models allow us to offer affordable long term software solutions that meet our clients IT challenges and add business value. We constantly innovate and implement new software methodologies to provide our clients with a superior experience.

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