Coverting an Existing Native Application to a Cloud-Based Solution

Client
Brandscope

Department
Web Development

Team
Brian Samson - President
Katrina Tofflemire - Dir. of Ops.
Victoria Guerrero - Ops. Spc.

Launch
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Overview
Brandscope (evolution of Mapwise) is a cloud software solution for companies selling branded products of all sizes. Mapwise started in 2009 as a desktop application allowing companies to ditch their manual excel spreadsheets and maintain quality control of their brands with easily accessible trademark filing deadlines, visualizations of global trademark filings and real-time map reports, saving time and uncertainty. Founded by Lydie Hudson, a lawyer with a long history specializing in intellectual property law, Brandscope continues to grow and create robust solutions for its clients.

The Challenge
In 2016, the company had an existing native application that needed to be converted to a cloud based solution. In order to stay relevant in the marketplace and continue to add value for their customers, they wanted to add the option for companies to automatically upload data from whatever system(s) they used to track trademarks, (with a quick and efficient implementation). A cloud-based solution would allow them to do that.

Going with a proven leader.

Solution

Referred to Ten Forward by Madison tech philanthropist, Monty Schmidt, Lydie needed a company with both a creative consulting eye and experienced history working with native applications. Ten Forward was challenged with starting on an existing code base (locally installed), determining how it worked and converting it to software as a service in the cloud. The team showed great professionalism and continuity throughout the process, which proved to be a big advantage over working with a freelance solution.

Great customer service.

From the beginning, Lydie felt at ease working with Brian (President) and team. Ten Forward acted as a partner in the process, dedicated to Brandscope's success with continuous communication and passion for a quality user experience. Lydie appreciated Ten Forward's internal culture of inclusivity, respect and cooperation - something which can often be overlooked by tech companies around the area.

Results

Lydie learned from the developers how to structure the application visually, completely reimagining the UI to create an efficient and intuitive user experience that was confirmed once rolled out to customers. This is a tool that people use on a daily basis, so it matters that it works. As part of the Brandscope development, a new feature was implemented that automatically pulls in public data to authenticate existing data in the system. Lydie has been actively testing this feature and is very impressed, saying that the business rules given have been seamlessly integrated.

With the transition to software as a service, Brandscope now offers important restrictions to report viewing. For example, an individual managing the day-to-day records at an organization can edit reports and push those reports to parties both inside and outside the organization, who are restricted to view-only privileges. This small, but powerful access control has helped make Brandscope a source of truth for its clients, solving important everyday needs.

Building features that matter.
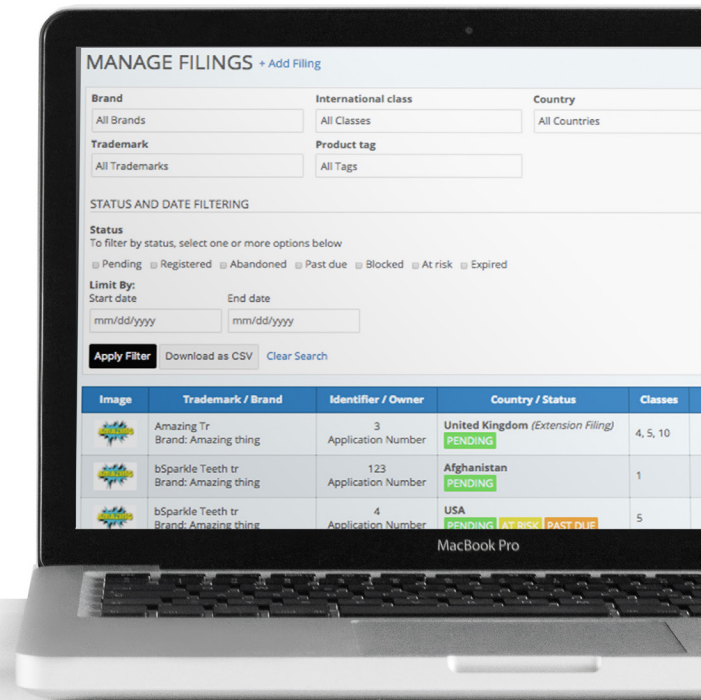
Partnering in success.

Ten Forward takes the time to understand their client's business needs and create custom, unique solutions that go beyond the status quo. By keeping value-added features and simple user flows top-of-mind, both parties were able to launch a platform that was simple, reliable and effective (without the extra fluff).