

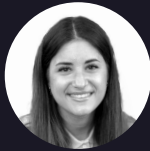


CASE STUDY

The leading **AI brand protection platform** Red Points eliminates bottlenecks with Bingle



“Bigle enables effective and seamless communication between the Sales, Legal, and Finance departments, **streamlining information exchange and eliminating bottlenecks.**”



Dèlia Serrano

Legal Advisor, Red Points





COMPANY:

Red Points Solutions S.L.



WEBSITE:

<https://www.redpoints.com>



INDUSTRY:

SaaS - Protection of IP Rights on the Internet



COUNTRY:

Spain



SERVICE COVERAGE AREA:

USA, East Asia, Europe



NUMBER OF EMPLOYEES:

201 - 500

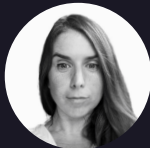


SOCIAL MEDIA:

 [LinkedIn](#)



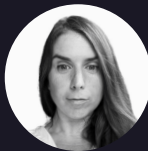
“The majority of the documents managed through Bingle are client contracts. Given the modular nature of our agreements and the variety of services we offer, automating this process has been a significant achievement for our organisation.”



Pilar Varó

Head of the Legal Department,
Red Points

“The number of contracts we complete each month varies, as we continuously onboard new clients and suppliers throughout the year. Therefore, **it is not about volume, but the efficiency we have gained through using Bigle.**”



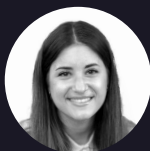
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“The feature we value most in Bingle is its exceptional ability to adapt to our specific requirements. Their team worked closely with us to understand our internal processes and provided invaluable support during the development of the integration with our CRM, Salesforce.”



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Company profile

Red Points is the **most widely used AI-powered brand protection platform for combating intellectual and industrial property rights infringements**, including counterfeiting and online piracy. It is the best ally for trademarks, patents, designs, copyrights, and authors' rights to combat counterfeits, impersonation, and digital threats.

Over 1,300 companies trust Red Points' Digital Risk Protection AI **to combat counterfeiting, piracy, identity fraud, and distribution abuse**. Red Points leverages artificial intelligence tools to eliminate brand abuse across digital channels with unmatched precision.

With more than 270 professionals and offices in New York, Barcelona, Beijing, and Salt Lake City, Red Points has revolutionised a sector traditionally dominated by service providers, offering **brands a scalable, efficient solution**.





The challenge

Before implementing Bingle, Red Points faced significant challenges in its contract management process. In summary, the key issues were:



The workflow was fragmented and relied heavily on **manual tasks and email-based communication among departments** such as Sales, Sales Operations, Legal, and Finance.



This led to **delays, errors, and a lack of visibility and control** throughout the entire contract lifecycle.



The main challenge was to establish **a centralized and automated solution capable of enhancing cross-departmental collaboration, reducing inefficiencies, and accelerating deal closure while maintaining legal and financial accuracy.**





The path to success

Before using Bogle, Red Points actively searched for a solution capable of transforming its contract lifecycle management and improving cross-department collaboration. After evaluating several alternatives, Bogle stood out for its ability to adapt to the company's specific requirements, becoming a key factor in the process:

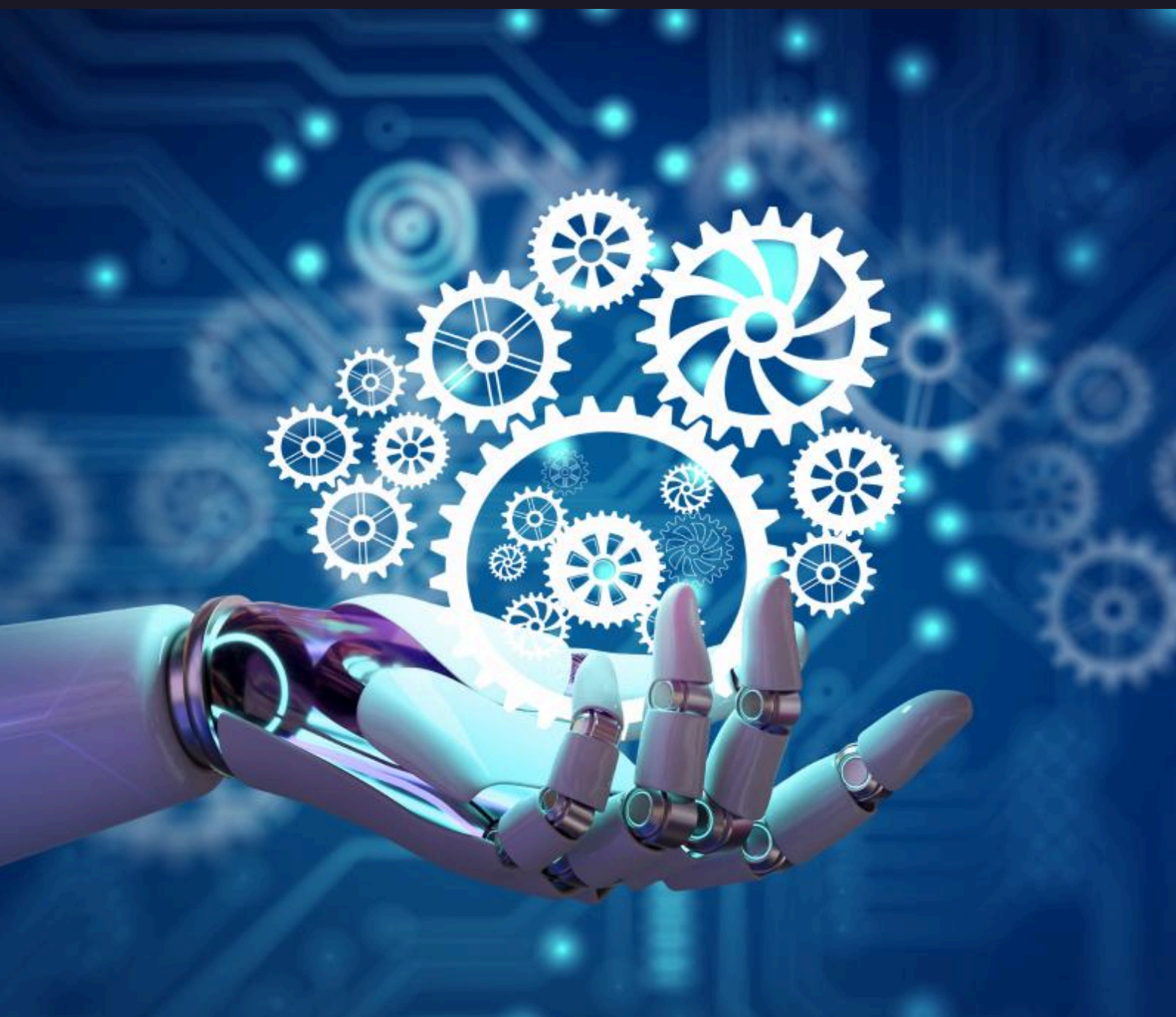
Bogle's strategic approach to legal operations enables **greater efficiency, transparency, and control.**

The onboarding process for Bogle's platform was highly collaborative between both companies. Red Points' Sales Operations department worked closely with Bogle to develop the integration with their CRM (Salesforce), while **the Legal team received tailored training to maximize platform adoption.**



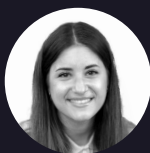
It is important to highlight the significant challenge Red Points faced during the adoption process—being a company with a strong technological focus, namely, **cultural change**. Red Points states that it was both meaningful and demanding **to encourage all departments to move away from traditional tools such as email and offline templates** and transition to a fully automated and integrated system like Bingle's platform.

However, thanks to the close collaboration between the Sales Operations team and Bingle's support team, the adoption process was smoother than expected. The technical integrations, especially with Red Points' CRM, Salesforce, were managed efficiently and successfully customized to fit their workflow. **This was, without a doubt, the most challenging step of the integration process.**





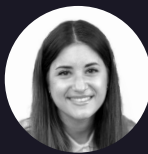
“Bigle’s support team was always available to resolve issues quickly. Thanks to this, our company achieved a full implementation with strong internal commitment.”



Dèlia Serrano

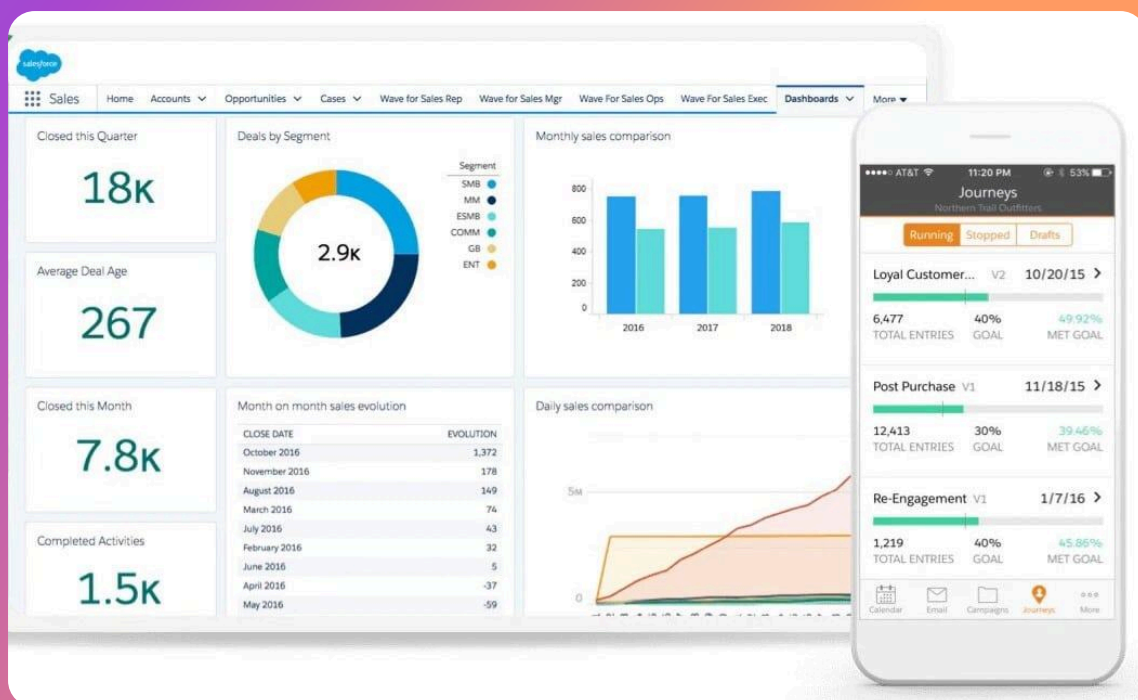
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Results

Once the Bigle platform implementation was completed, Red Points emphasised that it relies on Bigle in its daily operations in the following areas:

AUTOMATION

The automatic generation of contracts from CRM (Salesforce) data, which has drastically reduced the time required to obtain signatures.

NEGOTIATION

The ability to apply the necessary contractual changes directly within the platform, resulting in greater agility.

ELECTRONIC SIGNATURE

Enables a fully digital and streamlined experience that accelerates deal closures and simplifies workflows.

COLLABORATION AND VISIBILITY

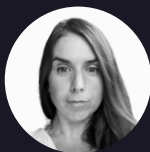
Real-time access to contracts and version control ensures alignment across Red Points' teams.

LEGAL OVERSIGHT

The legal team can monitor, approve, and ensure compliance without slowing down the process.

Red Points highlights that, today, **their sales team can generate and send contracts for signature independently within minutes, without legal intervention**, except when specific changes are required.

“The combination of Bigle’s features allows each department to operate more efficiently, while remaining aligned with our company’s objectives and standards.”



Pilar Varó

Head of the Legal Department,
Red Points





Time-saving results

- ✓ Red Points states that **the time saved per contract is 50% when using Bigle**, particularly during the generation and review stages. The ability for both the Sales Ops and Legal teams to work on the same platform has greatly enhanced collaboration, allowing any necessary contractual changes to be implemented jointly in real time.

Risk reduction results

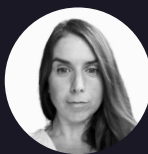
- ✓ Red Points cites key outcomes such as **reduced risk of human error, agility and accuracy in updating contracts** due to regulatory changes, fully secure, encrypted documents, and efficiency in managing legal requests, among others.

Additionally, Red Points highlights that **controlled access to documentation has strengthened document security**, while **centralized workflows help the company identify and address bottlenecks and delays in real time**.

Furthermore, contracts can only be modified by teams with the appropriate permissions and always following internal approval protocols, ensuring that all changes are properly reviewed, authorised, and traceable. The legal team is now more proactive in risk oversight, rather than reactive.



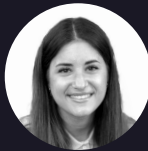
“Bigle has transformed our contract management, which was previously a bottleneck, into a competitive advantage thanks to automation, collaboration, and shared visibility across teams.”



Pilar Varó

Head of the Legal Department,
Red Points

“Bigle has significantly improved risk management. By reducing manual intervention, **human errors in contracts have been minimised.**”



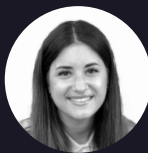
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Collaboration results

- ✓ Bigle serves as a collaboration hub for Red Points' teams — Sales, Sales Ops, Legal, and Finance — ensuring that everyone has real-time access to contract information. Externally, it has streamlined communication with clients, reducing friction and accelerating deal closures.

Red Points' strategic objectives for leveraging Bigle

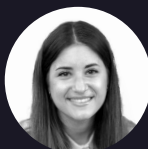
- Regarding suppliers, Red Points highlights that its next objective is **to use Bigle as a centralised hub for supplier contracts**, enabling better oversight and greater control over their contractual obligations.





“The feature we value most in Bigle is **its exceptional ability to adapt to our specific requirements**. Their team worked closely with us to understand our internal processes and provided invaluable support during the development of the integration with our CRM, Salesforce.”

“Flexibility and a collaborative approach were key to ensuring a successful implementation tailored to our needs, **making Bigle not just a tool, but a strategic partner for our operations.**”



Dèlia Serrano

Legal Advisor, Red Points

About Bigne

Bigne is a legal tech company that offers a software suite with 4 products: Bigne CLM, the legal AI Bigne Libra, Bigne Sign and Bigne Academy. The company's mission is to **streamline the legal operations of companies, improving security and minimising the risk of legal contingencies.**

The platform allows professionals to automatically create documents, share them for review, validate them in real-time, collaborate virtually, negotiate and has its own electronic signature.

Bigne has developed a generative artificial intelligence assistant, Libra, which is connected to its CLM platform, developed for legal departments, which is an expert in the legal field and **offers a secure environment of maximum confidentiality, minimising the hallucinations typical of other generalist tools.**

The technology company is a pioneer and leader in the field of no-code document automation, has a global presence and its clients include large corporations and large law firms.

To learn more about Bigne, visit the website: bignelegal.com

For other enquiries, please contact communication@bignelegal.com

By using Bigne, you contribute to saving natural resources



323 million
kg of wood



7.1 billion
litres of water



725 million
kg of CO₂



47 million
kg of waste