

Company profile

DataScript: experience, judgement and custom development

More than twenty years creating custom software, business tools, simulators and digital experiences.

01 Software development backed by experience, judgement and product vision

DataScript designs and develops custom software, business tools, simulators, interactive training experiences, websites and mobile applications.

Every project begins by understanding the problem, its users and the working context. The aim is not to impose a predetermined solution, but to build a clear, useful tool that can evolve.

02 A journey built project by project

The professional experience behind DataScript began in 2004 with Freelance Designers Group, S.L. A new stage started in 2008 with Inner Join, S.L. and, in 2024, it adopted its current identity with the incorporation of Data Script, S.L.

These three stages describe the evolution of a professional journey. They are not presented as a legal succession between companies.

Freelance Designers Group

Freelance Designers Group was built around an unusual working model for its time: a stable structure based on freelance professionals, remote collaboration and teams assembled around the needs of each project.

When distributed work was largely regarded as occasional support, this structure made it the usual basis of production. It enabled specialist profiles to work together, reduced unnecessary overhead and supported complete projects without sacrificing coordination or continuity.

Inner Join

Inner Join continued this collaborative culture and developed it to deliver projects of greater technical complexity.

During this stage, analysis, development and quality processes matured, while experience expanded across business software, web platforms, mobile applications, digital training and simulation.

Many of the challenges addressed at the time—systems integration, process digitalisation, online training, mobility and distributed architectures—are now part of everyday digital product development.

DataScript

DataScript carries forward the experience, adaptability and innovative outlook developed during the previous stages and projects them through an identity of its own.

The company combines technical knowledge, design, business understanding and product vision. It also incorporates new resources, including artificial intelligence, when they provide a real improvement rather than becoming an end in themselves.

03 **Areas of expertise**

Digital transformation and business software

Management applications, internal tools, automations and integrations designed to improve specific processes.

The software adapts to the way each organisation actually works, avoiding generic models that do not address its real needs.

Educational simulation and interactive training

Simulators, training platforms, interactive courses and digital experiences for practising procedures, understanding systems and applying knowledge.

Experience spans corporate training, retail, transport, industry, and medical and technical environments.

Web and mobile application development

Design and development of websites, web applications, backend services, APIs, content management systems and mobile applications.

Projects are approached with user experience, performance, integration and long-term maintainability in mind.

04 Capabilities

→ Functional analysis and solution definition.	→ Architecture and custom software development.
→ Interface and user experience design.	→ Frontend, backend and database development.
→ Integration with external services and systems.	→ Content management and administration tools.
→ Training platforms and simulation software.	→ Modernisation and evolution of existing applications.
→ Technical leadership and coordination of specialist collaborators.	→ Ongoing maintenance and evolution of digital products.

05 Applied experience

The accumulated experience includes projects for organisations, agencies and brands across healthcare, training, retail, transport, leisure, culture, sport, industry and business services.

The portfolio includes work connected with organisations and brands such as El Corte Inglés, GSK, Universal Pictures, L'Oréal, Go Fit, Casino de Madrid, Movianto and Kinépolis, among others.

Some projects were delivered directly and others through agencies or partner companies. This variety has provided experience with very different business models, users and technical requirements.

06 Working model

DataScript is led by Óscar Menéndez Carrillo and operates through a flexible structure. Technical leadership, analysis and coordination remain centralised, while specialist collaborators join when the scope of a project requires them.

This model makes it possible to build the right team for each need, preserve direct communication and retain control over the product's essential decisions.

07 Technology in service of the project

Technology is selected according to the requirements, existing integrations, expected evolution and long-term maintenance of each project.

The experience gained over time supports both current development and the recovery, maintenance or modernisation of systems built with earlier technologies. Technology is a tool for solving the problem, not the starting point.

08

A results-focused collaboration

DataScript can contribute throughout a product's life cycle: definition, design, development, integration, launch and evolution.

The first step is to understand what the tool must solve, who will use it and what conditions it must meet to be genuinely useful.

Let's discuss your project

Custom software, educational simulation and digital products.

datascript.es

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