



identity2u

Identity 2u E-commerce Website and Content Management System

// The internet has been used by CPS over the past four years to advise customers of our business channels and product offerings. This needed to change as our market was becoming ever more over crowded with the same old websites offering the same old features and services. With customers becoming evermore frustrated with the interaction they had with any type of bureau, we felt the time had come to break new ground and give customers what they had been asking for. A true online card ordering system that allowed the full interaction of uploading images and field data, then offering a preview for a customer to sign off. //

Client Background

Card Personalisation Solutions Limited (CPS) is a smartcard and ID card bureau delivering innovative security and identity management solutions to a wide selection of business enterprises.

Primarily operating in closed purse schemes, not using Europay, Mastercard and VISA, (EMV) card types, the main thrust of business has been towards transit based applications mainly for public transport systems.

The Client Brief

The following items were the key objectives that had to be attained.

- Within 3 minutes a customer had to have decided on their template filled the necessary information and placed the order.
- We had to have the ability to design any card type that a customer may request.
- The ability to add fields that may not be printed on to the card, such as the address.
- To be able to have products as well as card templates.
- Information must be sent through so that our back end printing system could easily interpret so that we had zero hold up time from time of receiving to time of printing.

Reasons for winning the contract

// Webnetism were successful in winning the contract to supply our internet card ordering web site because they were able to demonstrate their technical expertise in delivering demanding online customer interaction sites. This in conjunction with the fact that they have their own server farm connected directly to the internet was a convincing proposition.

The other and probably the largest factor for us was finding a technology company we could talk to. //



Response to the client brief

The initial set of client meetings were used by the Webnetism team to gain an in-depth knowledge of the services CPS was hoping to offer on line. We then took the time to understand their business model and learn as much as we could about their customers.

Once we were familiar with the bigger picture we documented the exact requirements of the web site. From this we were able to draw up a project plan.

We started with corporate branding and signed off on the logo you now see on all Identity2U products and literature.

Once the logo was created we started with the page designs which were then handed over to our development team. The solution was created in the .net environment and is hosted by Webnetism in our privately owned data centre in Gloucester.

// Webnetism listened to us from the outset of this project and due to this have delivered what we asked for. The very fact that we have had two websites commissioned by Webnetism says it all. Great job well done. //

Nigel Cogram
Sales Director - Identity 2U