



WTCS – Integrated Solution Case Study

Client: World Tiger Conservation Society Fund

Location: Melbourne (Head Office)

Date: 2015 – 2016

Industry: Conservation – Non-Profit

Executive Summary:

WTCS (World Tiger Conservation Society Fund) are a non-profit organisation, who are aiming to increase global awareness towards saving the Wild Tiger across the world

We were consulted to set up their IT Strategy, which involved planning their infrastructure, setting up an online presence, social media integration and merchant banking setup and ongoing reporting portal. We were successful in implementing this change and deliver value to the business:

- A custom website was built and merchant banking facility integrated to take donations. We also implemented CMS with controlled access with varying security protocols.
- It was further integrated with social media to allow cross-connectivity and enhance sharing protocols.
- We were able to provide an additional dimension of online membership and donation via a customised embedded shopping portal and integrated reporting, which allowed the client to save costs & eliminate manual intervention on these activities creating full automation and reducing the margin for error.



Problem:

Given the fact they were a non-profit organisation, and did not have any online presence – WTCS were starting from far back in the race to meet their objectives of achieving their donation fund milestones. This was further compromised due to a limited IT infrastructure.



Consulting & Development Services:

We were able to set up an online comprehensive portal with emails tied to their domain name. An e-commerce facility was set up via Pay-pal with social media integrated and an ongoing reporting capability built into it.

Result: WTCS were able to achieve their set goals and milestones within the planned timelines.