



Coad, Cole and Burey Case Study:
Realtime access to invaluable market research



CCB was founded in January 2001 to help companies make money from customer relationship management (CRM). CCB specialises in helping its clients use consumer data profitably to sell and research in 'real-time'.

Fast.MAP is an on-line research tool offering CCB's customers the opportunity to pre-test their advertising by surveying in excess of 15,000 profiled respondents over the web every month. As it is web based the results from the Fast.MAP surveys are aggregated in real time allowing for immediate findings and conclusions.

This tool delivers very powerful information about potential new product launches, competitive insights, product testing etc. The realtime results are highly confidential and of critical importance in making speedy marketing decisions.

A competitive edge

CCB's customers such as Toyota, Centrica, BUPA, Christian Aid and Times Newspapers all value highly the sort of information Fast.MAP can deliver and they no longer want to wait for results to be assimilated, printed and hand delivered or emailed. They also want access to this information from wherever they may be working so that projects can be kept moving and key judgements made as soon as possible.

So, online access to the realtime comprehensive results was the perfect answer – a true 'access anytime, anywhere' tool for their customers to use. However there was the major consideration of security. The standard 'username and password' authentication method was not trustworthy enough for access to this kind of sensitive data.

One of the other significant considerations was that these projects are quick-fire for a fast changing user base and whatever security they put in place needed to be easy to administer.

This requirement alone ruled out most conventional two-factor authentication systems. Issuing, managing and retrieving tokens, fobs or cardreaders on a regular basis or using PKI technology was going to be a huge administrative overhead and cost prohibitive.

It also needed to be extremely simple to explain to new customers.

“ We couldn't have given this level of service without identrica. We can offer speed and security. Our customers don't have to wait for their results or lose valuable time.

Bill Burey, Managing Director,
Coad, Cole & Burey



The Solution

Choosing the identrica managed service meant that with a simple integration into the website, they were up and running within a day. There are no long training courses or implementation cycles.

When CCB start a new project with a customer they simply use a registration screen to add the new customers' mobile phone numbers to their service and they can start using it immediately.

"Our customers are all marketers who like the security and flexibility we offer. They pick up the authentication process with no trouble."



We've been using the identrica service since July 2003 and it's been 100% reliable.

Bill Burey, Managing Director,
Coad, Cole & Burey



Challenges:

- Allow their customers to have immediate access to sensitive realtime data without compromising security.
- Simple to register constantly updated user base
- Must be simple for the users
- Minimal administrative overheads

Solution:

- identrica managed service
- Utilising users' mobile phones
- identrica registration facilities

Key Benefits:

- Offering a superior service to their customers
- Low support and overheads
- Speed of implementation
- Simplicity of use
- Cost effective

Infrastructure:

- Web-based on a Windows platform
- User registration incorporated into the applications

CCB's IT staff can focus on the business driven front end applications and CCB's customers can concentrate on the market driven data provided. The users already have their 'token' (i.e. their mobile phone) and are very comfortable using it.

In addition to the security aspect Bill Burey says, "Actually, I think our customers quite like using something a bit different and distinctive, especially when we don't pass any additional cost on to them for it!"

CCB did look at other offerings but chose identrica for being the most cost effective and no headaches to administer. They describe it as:

- ✓ So simple to implement
- ✓ So simple to use
- ✓ So simple to register new users
- ✓ So simple to explain to new customers



Nothing else in the market would give us this kind of flexibility. We are adding new customers constantly and they are not 'technology' people, so it had to be easy for them to use. We can register groups of users quickly and efficiently, and our clients can see their research results, securely and in real time.

Bill Burey, Managing Director,
Coad, Cole & Burey



simple, secure, affordable authentication