CASE STUDY 01 / FOUNDER EXPERIENCE / DELIVERED PLATFORM

100 Businesses Online Before E-Commerce Was Established

Digital commerce and secure transactions

THE BUSINESS CHALLENGE

The required payment integration, secure identity, order processing and fulfilment systems were not available as a ready-made solution. Multiple independent institutions had to operate as one.

THE WORK PERFORMED

01 Business model and funding. Conceived the shared online-commerce model; developed the proposition and assembled approximately $5 million in public- and private-sector backing.

02 End-to-end process architecture. Mapped how merchants, customers, financial institutions, call centres and postal operations would exchange information and complete transactions.

03 Payments and transaction processing. Designed the transaction gateway and integrated the payment process with the storefront and order-management workflows.

04 Security and trust. Designed public-key infrastructure, certificate-authority functions, digital identity and transaction controls.

05 Operational integration. Connected order intake, customer support, pick-pack-ship fulfilment and delivery processes with Canada Post.

06 Storefront delivery and acceptance. Built the customer-facing platform, enabled 100 stores and conducted functional and user-acceptance testing.

THE RESULT

A shared platform enabled 100 storefronts to offer consumer and business products, including government publications and downloadable media. The work showed that secure, integrated infrastructure could make online commerce accessible to small businesses.

100
online storefronts

WHAT THIS EXPERIENCE PROVES

Demonstrates the ability to conceive, finance, architect and deliver a secure, multi-organization platform when the supporting infrastructure does not yet exist.

BEFORE / TRANSFORMATION / AFTER

BEFORE	TRANSFORMATION	AFTER
Small firms lacked a practical, trusted path to sell online.	Built a shared platform connecting storefronts, payments, identity and fulfilment.	100 businesses gained an online presence and could trade across consumer and B2B markets.

SELECTED CAPABILITIES

Ideation and business design | Solution architecture | Systems integration | Payments and transaction controls | PKI and certificate authority | Process automation | User acceptance testing

Experience: Tracey DeLeeuw | Historical performance figures should be corroborated before external publication.

Could your organization benefit from similar work? team@greenteaming.ca | LinkedIn: Green Teaming