

# Case Study

## AIIA.biz

**GeekIT Group and the Australian Information and Industry Association**  
*Serving the ICT sector*

**Solution:** creation of a custom application to deliver an online knowledge bank and expert services to the Australian Information and Industry Association

Serving the ICT sector

Solution: creation of a custom application to deliver an online knowledge bank and expert services to ICT companies across Australia.



### The Australian Information Industry Association (AIIA)

is the Australian technology industry's peak body, with member companies both small and large across the information sector. With the idea of offering their members low-cost access to the services of a range of experts across various industries, the AIIA approached GeekIT to develop an online application to provide a platform through which experts and members could engage. The result is AIIA.biz, an online knowledge bank and managed portal that guides users step-by-step through the process of obtaining low-cost expert services – from the creation of complex legal contracts, to commercial services and insurance.

### The Situation

To assist its membership base of ICT companies across Australia, the Australian Information and Industry Association (AIIA) decided to innovate: creating a unique portal that would link its members to the discounted services of a range of relevant experts.

More than just advice, the portal would also feature a document creation service to produce low-cost legal contracts based on automated engagements between members and legal experts – covering everything from software licensing, support and confidentiality agreements to patent applications.

On the recommendation of a current GeekIT client, the AIIA's Ben Shepherd approached GeekIT to build AIIA.biz from the ground up.

### The Solution

AIIA.biz would be a complex application: a custom website capable of being self-managed by its band of industry experts while also delivering a series of workflows to create legal documents from a diverse range of customisable templates.

To begin the design process, GeekIT brought the project's stake holders together, conducting a cognitive behavioural analysis workshop to develop a clear picture of the site's audience and aims. As a result, the project's scope was enlarged, and a wire-

frame developed to illustrate the site's proposed design and functionality.

With approval to proceed, GeekIT began the site's implementation using an 'agile development' methodology in combination with Model View Controller (MVC) design patterns. This approach delivered important business advantages: it would bring the site to market sooner – offering a rapid return on the AIIA's investment – while also providing for a 'separation of concerns' between the site's presentation, logic and data layers – producing a flexible and scalable site that would be easy to maintain.

GeekIT's developers first concentrated on the project's greatest technical risk: the interaction between AIIA.biz and Intelledox, the third-party online document assembly system that would generate the documents.

This assembly process was complex. A series of questionnaires specific to each type of legal contract needed to be completed, answers could prompt further questionnaires, and some processes were expected to take up to three weeks to complete.

To speed the project's delivery, GeekIT seconded a member of the Intelledox team to advise on the integration process. The resulting integration is seamless. Using .NET web services and SSL encryption, the AIIA.biz platform not only interacts with the Intelledox platform to manage the document creation process (allowing users to download complete and ready-to-use legal papers in PDF or

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Word formats), but also retains an auditable billing history.

Beyond document creation, the application also integrates and synchronizes data with the AIIA's central web platform at AIIA.com.au – checking membership details in real time to confirm members' eligibility for discounts and services, and creating a transparent brand experience.

In addition, secure integration with the Camtech payment gateway has created a transparent and streamlined process for payment collection – allowing members to quickly and easily pay for expert services while lessening the administrative burdens on both the portal's experts and the AIIA alike.

In a feature designed to give AIIA.biz flexibility over its Search Engine Optimisation strategies, GeekIT's developers also implemented custom routing – permitting AIIA.biz to quickly present its pages under any sub-URL (such as [www.aiiz.biz/patents/trademark](http://www.aiiz.biz/patents/trademark)).

The platform also permits its experts to create and edit web content specific to their own service offerings, lessening AIIA's administrative overheads

and delivering a dynamic platform capable of quickly adapting to changing needs.

### The Benefits

AIIA.biz is now live, serving the ICT industry by providing an easy to use, low-cost platform through which AIIA members can quickly find and liaise with the experts they need.

AIIA.biz director Ben Shepherd, says that GeekIT delivered a “tremendous” and “great looking” solution, completing the project with “utmost efficiency, professionalism and consistently good humour”.

### Project benefits include:

#### Speed to market:

Despite its complexity, GeekIT's developers were able to deliver the site and its core functionality within three months. To achieve this, GeekIT's development process used 'continuous integration' practices and automated deployment through source control, creating daily builds for AIIA review, ensuring that the project was completed quickly and in-line with the AIIA's needs.

#### Reduced risk:

Through the use of cognitive behavioural analysis to refine the project definition, and by focusing on the high-risk elements of the system design (such as the Intelledox and Camtech integration) GeekIT were able to minimise project risk, delivering the AIIA.biz application on time and on budget.

#### Platform flexibility:

The use of MVC design patterns means that the AIIA.biz system can efficiently and cost-effectively adapt as the platform expands its offerings. GeekIT is currently engaged in adding a series of new features, including integration with a travel provider, as AIIA.biz brings new services to the association's members.

“All up,” says Ben Shepherd, “the GeekIT team are a pleasure to work with.”

- Ben Shepherd, Director