

Case Study

Infinia

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Challenge:

Brand and Launch an e-processing solution

Results:

The creation of "Infinia", a renowned online processing solution to this day

Background

Proc-Cyber Services is a global e-Processing company that came to Spiral in 1999 to help develop, brand and market a new solution for e-Processing which would allow online merchants to transfer funds and micropayments to their affiliates in a seamless transaction.

Insights

Upon investigation into this market niche, Spiral realized the need to create a brand that would build and sustain end-user interest, as well as offer Web merchants a suitable and cost-effective solution for receiving, transferring or making payments to their affiliates.

Spiral identified a need to re-educate both online merchants and affiliates to embrace online processing whilst at the same time offering them a solution which would have "real world" accessibility in order to solidify the offering and thereby ensure a successful commercial launch of the product.

Business Solution

Together, Proc-Cyber and Spiral developed the product as a Web-based cash system solution which would allow affiliates (and consumers) to be paid from Web sites in cash - and then access the funds from any ATM in the world.

Spiral branded this solution Infinia and embarked on creating the logo, Web site and "real world" debit cards, giving users a full circle on- and offline solution as they viewed their accounts on the Web site, and then approached ATM machines around the world with their Infinia cards in order to gain access to the funds credited to their accounts by the online merchants and consumer sites with whom they were affiliated.

Results

Infinia adverts placed in Business 2.0, Red Herring and The Industry Standard created an industry buzz resulting in both merchant and affiliate interest, and generated calls, emails and site visits - Infinia had achieved a successful brand positioning within the Web merchant marketplace.

Infinia exists as an online processing solution, and is currently being used to manage micropayments, as well as funds transferring and account management of e-Processing done with Proc-Cyber Services. The brand name of Infinia is widely recognized in the online processing market niche, and continues to be the branded solution that Proc-Cyber Solutions utilizes for all their marketing purposes.