



IRW Systems Limited
concept to realisation



"IRW were efficient and professional which enabled us to implement the solution with a minimum of disruption to staff and maximum benefit to the organisation."



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Accurate Armour — Software Development

CUSTOMER COMMENT: "With a rapid ordering system and ease of communications the supply time is much shorter. We are considered to be among the best for customer service in our industry."

Derek Hansen, Managing Director—Accurate Armour

THE CUSTOMER: Accurate Armour Ltd is a family run business founded in 1987, producing quality models of military subjects. After 16 years of development they have a global customer base.

THE SOLUTION: In developing this site IRW translated Accurate Armours objectives and conceptual ideas to enhance their already functional website. IRW Systems Ltd built an intuitive e-commerce customer interface and implemented a fully bespoke Content Management System (CMS), built specially around Accurate Armours existing business processes and user requirements, with editing features allowing staff to update and format products / text / images and page layouts with minimal training. The order areas are secure server hosted using SSL RC-40 128 bit encryption, ensuring complete security and confidentiality. The e-commerce website, which is developed by IRW, is the focal point for Accurate Armours sales and marketing activities. The online shop includes kit ranges with thumb-nailed price lists and data sheets. A good FAQ area allows questions to be answered without time delays and costs being incurred by Accurate Armour, due to direct input from visitors.

BUSINESS BENEFITS: Key deliverables and benefits from IRW Systems included:

- Since the introduction of this site, traffic figures have risen by around 100%: -
April 2003
- Visitors - 22,800 per month, Average visit length - 6 minutes
April 2005
- Visitors - 41,700 per month Average visit length - 7 minutes
- The website has in the last year seen e-commerce orders up by approximately 100%.
- Overall Accurate Armour has seen its sales up approximately 20% from previous years with the site performing a key role in the targeting, capturing and supporting of new and existing customers.