



fast forward delivery

## GWS Case Studies

### St John Ambulance Australia

Global Web Solutions (GWS) has developed over 1500 website projects over the last 6 years across many industry sectors. We would like to provide the following profile and case study as a reference document. You are welcome to use this information under your own letterhead if required. Please email [info.gws@iemsupplier.com](mailto:info.gws@iemsupplier.com) if you require more information.

#### Case Study - E-commerce and Custom Database

Client: St John Ambulance Australia

URL: [www.stjohnsa.com.au](http://www.stjohnsa.com.au) & [www.stjohnsw.com.au](http://www.stjohnsw.com.au)

*Description:* St John is the leading provider of first aid training in Australia and a leading supplier of first aid kits throughout Australia.

From courses for parents with young children to Senior First Aid and Occupational First Aid for the workplace to areas of special interest, St John has courses for people of all ages and interests.

It also operates an Ambulance service nation wide and is one of Australia's largest registered charities.

They also have a large volunteer membership and are often seen at major sporting and public events providing an emergency medical service.

They are represented in all States in Australia and are a well-recognised brand.

*Objective:* The initial objectives and focus were to introduce e-commerce to the three main income streams of the business, namely:

-First Aid Kits -First Aid Courses -Donations

Utilising the IBA initially as our basis for the collection of relevant information we also included the following functions:

- Permission Marketing for the delivery of online newsletters and remote updates.
- Real Time Payments to the banking network
- Customised database systems for First Aid Courses and Corporate Accounts
- Content management System that allows the client to simply add, delete and modify information within their site via the use of a standard web browser.

*Technical Specifications:*

- Standard GWS E-commerce Application
- GWS ACE WYSIWYG Content Editors
- Custom Database for First Aid
- Courses in ASP
- Custom Database for Corporate Accounts in ASP
- Real Time Credit Card Processing on Kits, Courses & Donations
- Microsoft SQL Database