

DIGITAL ONLINE IDENTIFIERS

ACCESS AND SERVICE MANAGEMENT FOR THE USERS AND GROUPS





DIGITAL ONLINE IDENTIFIERS

Create unique, personalized Customer Identifiers from your logos/templates

Send personalized Identifiers to Customers' mobile phone and/or e-mail

Define services that are associated with the Identifiers

Validate and register service use manually or automatically

Publish services to the Online Store with a single click (REST API)

Control access, register sales and monitor&track use of services

Automatic reporting and integration with major Newsletters programs

Cloud service is accessible with any Internet Browser/mobile device/API

Data is securely stored regionally and is fully GDPR and PSD2 compliant



CREATING UNIQUE IDENTIFIERS



- UPLOAD YOUR OWN CARD TEMPLATES OR LOGOS
- PERSONALIZE IDENTIFIERS WITH RECIPIENTS' PROFILES
- ADD OPTICAL CODE FOR FAST MACHINE READING
- SHOW CUSTOMER'S REAL-TIME SERVICE STATUS

IDENTIFIER CODE

Show Code QR-Code

INFO FIELD

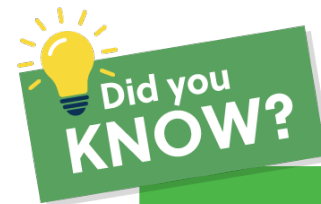
Info

COMMUNICATION

Select Method SMS & App

SERVICES

Services



Every year, over 17 000 000 000 (17 billion) PVC plastic cards are manufactured - and less than 5% gets recycled!

#nomoreplastic

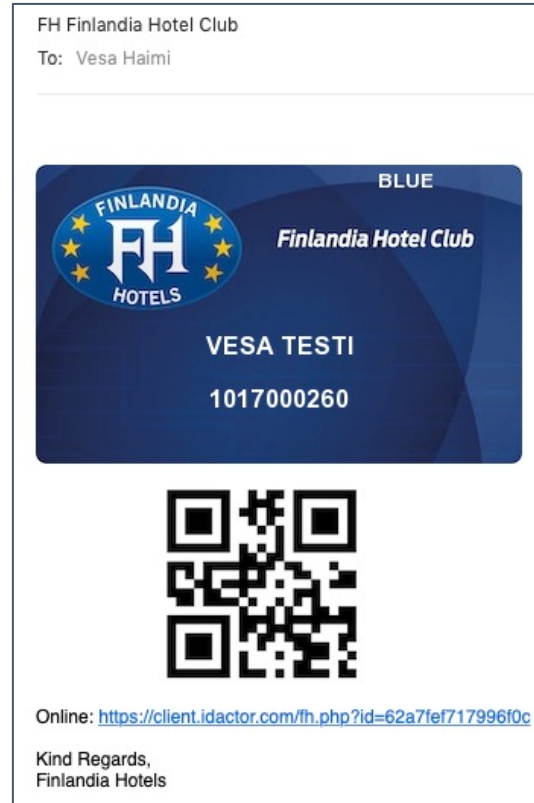
DELIVERING IDENTIFIERS

SMS -> Internet Browser



*Works with any mobile device.
No need for applications!*

EMAIL



Immediate delivery to email

TRADITIONAL CUSTOMER MEDIA



*Use traditional media in parallel
while moving towards full digitalization.*



SERVICES FOR THE CUSTOMERS

TITLE	TYPE	VALUE	TARGET	TAX	A-DATE	B-DATE	VALIDITY	VALID_FROM	VALID_TO	LIMIT/DAY
Free Entry	Prepaid Balance ✓ Serial Service Seasonal Service Credit		10	0	2021-04-01	2022-12-31	Always	00:00	23:59	0
Gift Card	Credit Service Access Invoiced		0	0			Always	00:00	23:59	0

- Define services that are used/validated with the identifiers.
- Services can be quantity, balance and time based, e.g.:
 - Access to certain flight / boat / tram / room / event / seat
 - Access to VIP lounge, Fast-track line, cabinet, restroom,...
 - 10x serial access to Spa, 5x breakfast valid from Mon-Fri
 - Season/VIP pass
 - Gift Card with any amount and set expiry date
 - Attendance registration to specific class or hobby
 - Limited/free access for specific doors/gates/lockers
- Cooperation with other systems via REST API
- Services can be easily activated for individuals, groups or masses



VALIDATING IDENTIFIERS & USING SERVICES



USE ANY MOBILE DEVICE
NO NEED FOR APPLICATIONS!

OR

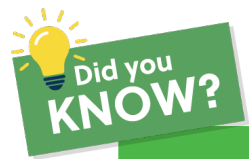


USE A BARCODE SCANNER
ATTACHED TO A TABLET OR COMPUTER

INTEGRATED READER WITH A RELAY




iDACTOR 



Because of the microplastics in the oceans, we all eat amount of one credit card of plastic every week!



IDENTIFIERS WITH A PHOTO

CUSTOMER PROFILE	
ID:	1000000001
First Name:	Vesa
Last Name:	Haimi
Customer Photo:	
Company:	iDactor Ltd
Phone:	+358407006946
Email:	vesa.haimi@idactor.com
Last visit:	2021-12-19 10:15:56



- Customer photo can be added to the identifier and/or show with online validation
- This provides additional secure way to identify your employees and customers
- Photos can be added individually, through mass-import interface or REST API



CUSTOMIZED FORMS WITH DIGITAL IDENTIFIERS

1.

CREATE AND DEFINE A CUSTOM FORM

FORM PROFILE		EDIT
Form Title	EVENT - 24th JULY	
Form Header	Registration Form	
Description	Place: City Hall 19:00-23:00	
Identifier	No	
Send Identifier via SMS	Yes	
Send Identifier to Email	Yes	
Subscribe to Newsletter	No	
Autoload Service	Season 2021 (1.00)	
Form Logo	ida_10000-ecoid.png	

http://ecoid.events/forms/?id=ida_10000&form=3

FORM FIELDS						EDIT
Field Name	Form Value	Order	Required	Active		
firstname	First Name	10	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
lastname	Last Name	12	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
company	Company	14	<input type="checkbox"/>	<input checked="" type="checkbox"/>		
work_title	Job Title	16	<input type="checkbox"/>	<input checked="" type="checkbox"/>		
phone	Phone	18	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
email	Email	20	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
address	Address	22	<input type="checkbox"/>	<input type="checkbox"/>		

Forms - Idactor Portal
 https://portal.idactor.com/forms/?id=ida_10000&form=3

eID CO

EVENT - 24th JULY

Place: City Hall
19:00-23:00

REGISTRATION FORM

First Name *

Last Name *

Company

Job Title

Phone * Finland (+358)

Email *

PUBLISH THE FORM ONLINE

2.

- FORMS CAN BE EASILY CUSTOMIZED TO ANY PURPOSE AND FOR ANY LANGUAGE
- IDENTIFIERS ARE SENT AUTOMATICALLY & ALL SERVICES ARE ACTIVATED INSTANTLY
- ATTENDANCE CAN BE VALIDATED WITH THE OPTICAL CODE IN THE IDENTIFIER
- FOLLOW AND REPORT REGISTRATION AND ATTENDANCE IN REAL-TIME

3.

MONITOR AND REPORT

FORM REPORT	
Select Form:	EVENT - 24th JULY
SEARCH	
SMS Sent	1
Email Sent	1
Registered	2
Check-In	1

REGISTERED			
Media	First Name	Last Name	Time
1000000001	Vesa	Haimi	2022-04-10 04:09:16
1000000002	John	Doe	2022-04-10 04:23:34

CHECK-IN			
Media	First Name	Last Name	Time
1000000001	Vesa	Haimi	2022-04-10 23:02:20

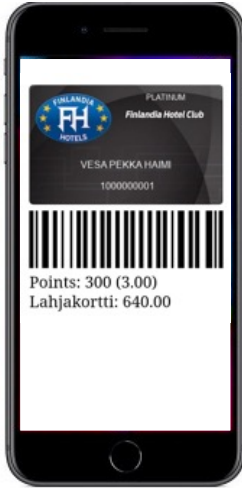
LOYALTY AND REWARDING

The in-built loyalty and membership program:

- Easy to use customer registry and transaction registration
- Collecting and using points
- Freely set membership levels and point multipliers
- Automated level changes and point expiry
- Integration with Newsletter programs
- Use of points and gift cards through e-commerce service
- Automated reporting for the key personnel

Using digital identifiers provides many benefits, including

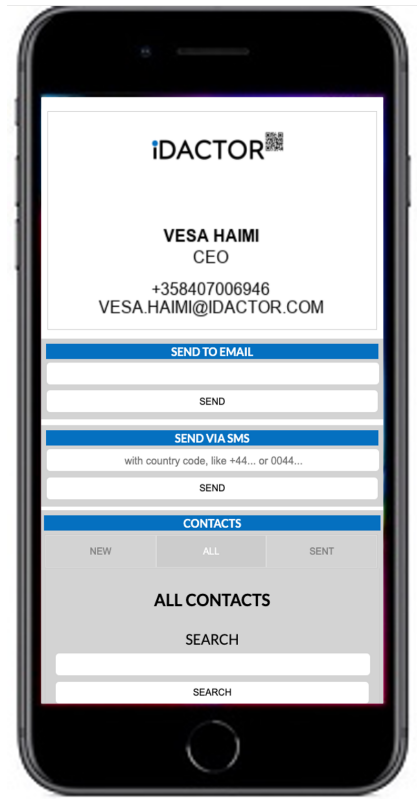
- Easy to manage, no material or posting costs
- Ecological and sustainable way operating a loyalty program
- Services and balances can be easily updated and activated
- Monitoring and tracking customer activities in real-time
- Superior customer satisfaction and high enrolment rate



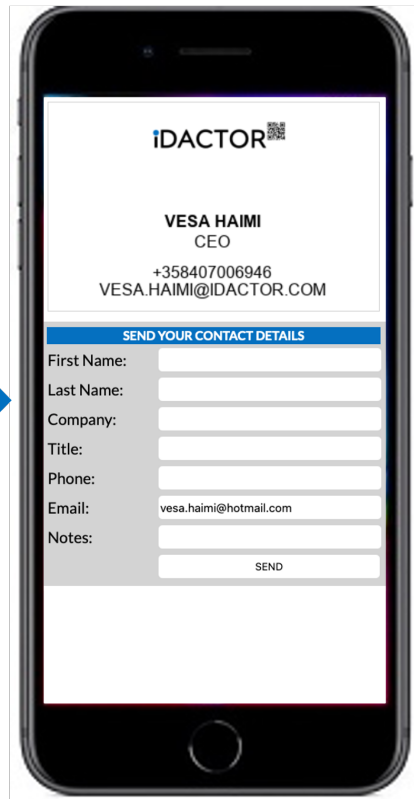


DIGITAL BUSINESS CARDS

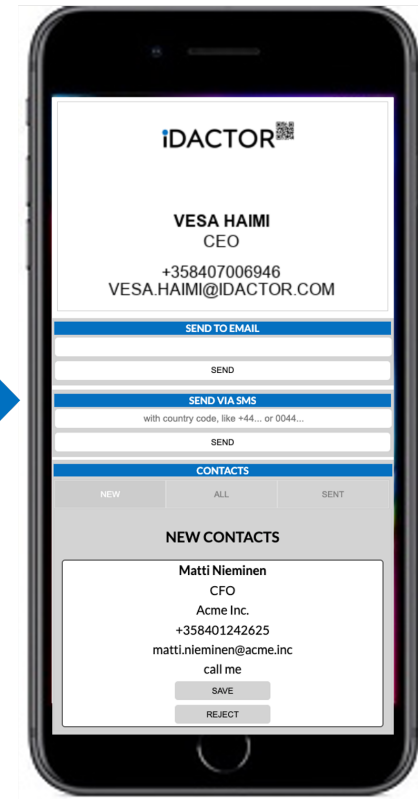
"OPERATING AND MANAGING TRADITIONAL BUSINESS CARDS IS CUMBERSOME AND NON-ECOLOGICAL"



Send Business Id



Recipient adds profile



View and Manage Contacts

REPORTING AND API

- Well-documented, multi-purpose REST API
- Real-time monitoring and statistics available locally, as automated scheduled email reports or via REST API
- Easy integration with e-commerce systems to enable automatic identifier submit after successful purchases.
- Interfaces for major newsletter programs, business analytics tools and accounting systems
- Provides detailed real-time data for 3rd party Business Analytics for fact-based decision making



USE CASE: SPORT CLUB

THE PROBLEM

“

Season cards are made of non-recyclable PVC plastic and must be printed and delivered to customers every year. Customers make all their payments with cash or with posted paper invoice.

This will cause a huge workload, printing physical cards is expensive and posting cards is cumbersome and non-ecological. There are also a lot of problems with canceled reservations, delayed payments and with last-minute changes.

Our VIP customers are continuously complaining that the received service quality is poor.

We also have issues with our junior players; How to validate their annual member fee payments and easily register the attendance to practices.

The cooperation with our partners and sponsors is done the same way as for decades; there is no tracking or statistics how much our members are using the given member benefits and partner services.

“

THE SOLUTION

Idactor Online Identifiers are sustainable and ecological. They are delivered to customers mobile phone and/or email in a digital form so the managing them is easy and there is no need for posting. The digital identifiers can be changed anytime and re-sent to customers.

The service can be integrated with the e-commerce so that identifiers are sent automatically to the customers after successfully completing the payment.

The system services can be activated at the same time, including access permissions, drink coupons and other included benefits.

The identifiers can be validated online either manually or automatically for access control, attendance monitoring, service redemption or register payments.

USE CASE: HOTEL CHAIN

THE PROBLEM

“

Our hotel chain operates in 8 countries and in total of 45 locations. Our loyalty program contains over 400 000 members and is based on locally installed software and plastic cards. We are shipping more than 100 000 physical cards annually. The current loyalty system is getting outdated and lacks modern functions, like integration to our online shop and automated customer messaging.

We would also like to have chain-wide gift-cards integrated into the same system and provide possibility to pay online reservations with the gift-cards among with collected points.

We have also high demands for the hotel specific, country specific and chain wide reporting.

And everything should work in real-time.

“

THE SOLUTION

Idactor Cloud based system is available 24/7 from any location. System is secure, fully redundant and GDPR and PSD2 compliant. Idactor identifiers are also an ecological option because they are delivered to customers in digital form. Managing Customer Identifiers and customer profiles happens in real-time.

The system has in-build membership functionalities, including membership levels and points (earn and use). Generic in-house services can be added to cover the entire chain (e.g., gift-cards) and each hotel can easily add their own in-house services to the system, e.g., serial "card" for lunch, gym and spa. System reporting can be automated with a schedule.

Idactor REST API provides versatile communication channel for any 3rd party application, including reservation systems, CRMs and cash-registers.

USE CASE: ACADEMIC INSTITUTION

THE PROBLEM

“

We provide various educational services including class-rooms teaching for primary and secondary school students, afternoon classes for adults and different types of evening activities (sports & arts).

We have canteens that provide breakfast, lunch and cafeteria services. We also regularly host different types of special events; providing space, catering and accommodation.

We would like to have easy to use system to control and manage access to the premises during different times of the day. Also managing the provided restaurant services for the pupils, teachers and visitors should be digitalized to make the service faster, more convenient and to prevent misuse.

Increasing the security of our personnel and students is important; access to the premises should be better controlled and it should be easy to identify and authenticate people inside of our premises.

“

THE SOLUTION

The digital and personalized Customer identifiers can be easily sent to the students, teachers and other visitors. Idactor system provides possibility to handle customers individually or in groups – this makes it easy to activate different types of services either for a single user or for the several people at once.

The services can be activated for different needs, including access to different areas and limited by time, serial lunch service and prepaid or credit balance for the purchases. Identification verification and service registration/redemption can be done manually or automatically.

The system can be integrated with a student management systems to provide up-to-date information about active students and their entitlement for the provided services.

REFERENCE CUSTOMERS



PILETILEVI

EERIKILÄ
SPORT & OUTDOOR RESORT



KYTÄJÄ GOLF

LOIMIJOKI
GOLF





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