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## **E-commerce Applications for the Pollutech Group of Companies**

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**Adobe Version**

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We thought that the Telefax had changed the way that our company did business in the 1980's, until we experienced what the Internet has allowed us to achieve in the 1990's! We now have to wonder what to expect in the new millennium. Can it get any more exciting?

Pollutech started out as a small, but very specialized environmental testing and consulting firm in 1969, providing services in Southwestern Ontario. When the company was purchased from the original owners in the 1980's, we undertook to expand these services across Canada and Internationally.

The ability to market the ideas of the "new POLLUTECH" were always restricted by the high cost of print advertising and the inability to get this information to a large, globally scattered audience, in a cost effective and timely manner. The Internet has changed that tremendously, as we are now able to tell our story and sell our services around the world, with changes made weekly, if not daily, to accommodate the interests of our clients. Our project list has grown to include assignments in Korea, China, Lesotho, Egypt, Spain, Germany, Bermuda, Uruguay, Chile, Nicaragua, Honduras and the United States. Our **Internet presence** has alone resulted in our firm being selected to complete projects for the Department of National Defence in Ottawa, the Sony Corporation in Pittsburgh, the American National Bank in Chicago, and the Bermuda Power and Light Company. The list of excellent contacts and successful bids is increasing weekly. **On-line bidding** is a supplemental advantage.

POLLUTECH's approach to the Internet is somewhat unique, as the development of the Pollutech web site was done completely "in-house" by the owners, who knew absolutely nothing about the Internet when the project was started. Everything on the site was written, formatted, linked, posted and managed internally. The now has in excess of 1,000 hits per day (see <http://www.pollutech.com/webtrend/> ) from around the world. We have designed the site to provide our base marketing, supplemented by a wide array of topics of interest to the readers. This includes simple links to the media for our traveling friends and staff, technical **papers** and **news bulletins** for environmental researchers around the world, a host of connections to environmental **projects** and **solutions** related to our work, a means to post our multimedia **presentations**, and special pages for projects we are developing. Keeping the site simple and uncluttered, with fast connection and download times, proved to be a critical success factor.

Our site has now become our corporate Intranet site for our "mobile staff", it has replaced all

of our print advertising, and it serves as our primary communication tool for proposals and reports. The Internet itself has expanded our capability to conduct environmental research, to the point that we routinely access, share and discuss **technical issues** with fellow researchers, around the world, on a daily basis.

The feedback that we have received on our site has been very encouraging. Our clients appreciate the ability to read about the latest regulatory reforms, as well as the accessibility of our technical reports. Our friends at the **Universities** and **NGOs** appreciate our efforts to expand their linkages and potential **employees** find our employment site of great benefit and interest. A leading Internet service supplier has noted that we are the "best commercial site that they have seen in terms of quality, accessibility and interest", an amazing event for an "in-house" Internet site.

Our next step, which is already in the early stages of development, is the addition of the ability of our site to conduct e-commerce. We are now working with the **CIBC** to implement our own "Small Business Internet Commerce Solution", an expansion on the VISA **Merchant Card** Services implemented in the early phase of our program. We offer our encouragement to all other SMEs to join the fast growing Internet revolution and we hope that our case demonstrates that it does not need to be a costly, time consuming, painful exercise.

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