

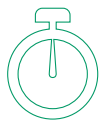
# CASE STUDY:

## ARRK GROUP'S EXPERIENCE DELIVERS FOR VIRGIN'S GOOD CAUSE



Virgin Money uses Arrk Group's global delivery expertise to build an online charity donation and payment portal, underpinning the launch of Virgin Money Giving, a new global not-for-profit organisation and associated sponsorship of the London Marathon.

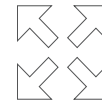
### Key Benefits



Successful and rapid deployment based on major event sponsorship



Open Source technology stack to control upfront and ongoing costs



Scalable, maintainable and highly flexible digital solution



Cost effective hybrid Agile delivery model



Collaborative and efficient working procedures



Full audit trail for all financial transactions

### Customer

- One of the UK's leading financial services companies
- Part of the Virgin Group
- A new entrant into a growing online fundraising sector

Virgin Money is part of Virgin Group Limited, headed by world famous entrepreneur Sir Richard Branson, it comprises around 400 companies across the globe.

An extension of Virgin Money, Virgin Money Giving is a not-for-profit organisation which allows users to fund raise for charities and/or make safe and secure online charitable donations.

### Situation

- Green field project
- Major charity event sponsorship agreed
- Complex requirements

To support its sponsorship of the London Marathon 2010, Virgin Money Giving looked at providing an online method by which fundraisers and charities could raise money via the marathon and any other event. The competition in the online fundraising marketplace is made up of profit-making companies who charge a significant percentage of the transaction value as funds are collected. Virgin Money Giving required a solution which offered better features, but provided at a lower cost to charities and would operate as a true 'not-for-profit' organisation. The end result being a higher percentage of the funds raised would go to the charities.

The London Marathon, founded in 1981, is one of the biggest mass participant long distance races in the world. Aside from the elite runners most participants use the event to raise vital funds for charities.



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## Challenge

- Immovable deadline
- Large, highly complex project

A key challenge was in the project deadline, the new service had to be delivered in an aggressive nine-month window to coincide with Virgin's involvement and sponsorship of the 2010 London Marathon.

Even with Arrk Group's extensive experience in delivering complex projects, an initiative sized at over 25 man-years effort in such a tight timeframe was a significant hurdle to overcome.

## Solution

- Rapid knowledge acquisition phase
- Joint project delivery team
- Collaborative approach

The detailed requirements analysis and design phase was composed of a joint team between Arrk Group, Virgin Money and their consultant analysts, Opsera.

Focusing on key user journeys for the charity, fundraiser and donor, along with associated back office support, the requirements included the ability to provide a secure online payments system, being able to accurately validate credit card transactions, and seamlessly integrate with third party financial accounting packages and other software. The system also need a facility to capture donor and fundraiser personal details as well as providing a simple way for registering charities.

A process of continuous integration ensured that multiple teams operating from different locations, on and offshore, collaborated efficiently and effectively.

To reduce both upfront and ongoing operational costs, the architecture was based on a stack of Open Source components, ensuring that the platform would be secure, scalable and robust as an equivalent proprietary based solution.

## Outcomes

- Target release dates met
- Robust, highly scalable digital platform
- Critical not-for-profit status confirmed

Virgin Money Giving launched in time for the London Marathon 2010 and the start of Virgin's sponsorship of the global event. The solution provided Virgin Money Giving with a cost effective, Open Source and future proofed online fundraising platform, by utilising Arrk Group's hybrid Agile delivery model. The project also met the fundamental objective of minimising operating costs and therefore maximising revenue for charities.

In fact, for every £100m raised in charitable donations, Virgin Money Giving provides an additional £5m in donations when compared with alternative online fundraising 'for profit' websites.

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"They have been great people to work with - experienced and professional but with a passion and a can-do attitude."

Virgin Money IT Director



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