

Case Study

BlueKee is a privacy protection app that safeguards businesses and individuals' digital identity from fraud and scammers in both the digital and real world.

Allowing users to verify their identity and then be in control of what information they give business and other organisations.

When an organisation requests information from a user, they can review an 'identity contract' that outlines what information is being requested and make decisions to release some, none or all of the data to the provider.

BlueKee empowers individuals with self-sovereign identity sovereignty, ensuring individuals can control the release of their personal information to organisations.

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BlueKee

Identify and Protect

Imminently Fuels Ideas

Imminently brings people, process, and technology to rapidly drive customer ideas to market. Combining an enterprise-grade framework that accelerates ideas to scale-ups, and a methodology that guides innovators from idea to execution. This focus allows Imminently to create compelling solutions in a matter of weeks for its customers, quickly realising benefits, and avoiding the unnecessary complications of technical debt.

Imminently orchestrated the complete BlueKee solution, including the marketing approach, microsite, and sales materials. We also developed the BlueKee mobile app with identity verification features and built the portal for seamless identity contract management and digital assurance integration for organisations. As BlueKee's embedded R&D partner, Imminently ensures ongoing innovation and support.



Our team are experts in their fields, providing rapid **outcomes** and actionable **guidance**.



Working with Imminently means **enterprise process quality** from an agile and multidisciplinary team.



Imminently's **Cloud Adaptive Framework** enables the quick deployment of a multi-cloud, enterprise-grade solution.



Imminently Innovate to Operate

I₂O

The **3 fuelling components** of the I₂O methodology are:

Continuous development and optimisation of product design, roadmap, architecture and product development.

1 Product

Unification of content development and delivery across internal and external channels to drive brand and awareness.

2 Content

Design of business strategies, execution plans and technical operations that scales as the company grows.

3 Operations

The I₂O methodology encompasses four stages - Pioneer, Progress, Prosper and Propel - each of which covers the different phases that an idea will cover over time. At each phase, the I₂O will adapt and adjust what activities are required and to what level.



Imminently: Shaping Innovation and Excellence for BlueKee.

When BlueKee approached us with a vision, we didn't just accept the project; we embraced the challenge of transforming that vision into a groundbreaking reality. The result? A comprehensive, innovative, and unique digital identity solution that propels BlueKee into a league of its own within the bustling Digital ID market.

Imminently prides itself on delivering end-to-end solutions, and we can confidently say that we did it all for BlueKee. From groundbreaking innovations to immersive user experiences, we left no stone unturned. Our partnership with BlueKee is a testament to our dedication to excellence, and the result speaks for itself. When you choose Imminently, you choose a team that goes above and beyond to bring your vision to life.

- ✔ Market research and fit analysis to inform business & technical design
- ✔ Design and implementation of brand, visual identity and marketing
- ✔ Design and implementation of entire product with embedded cyber security operations.

Benefits

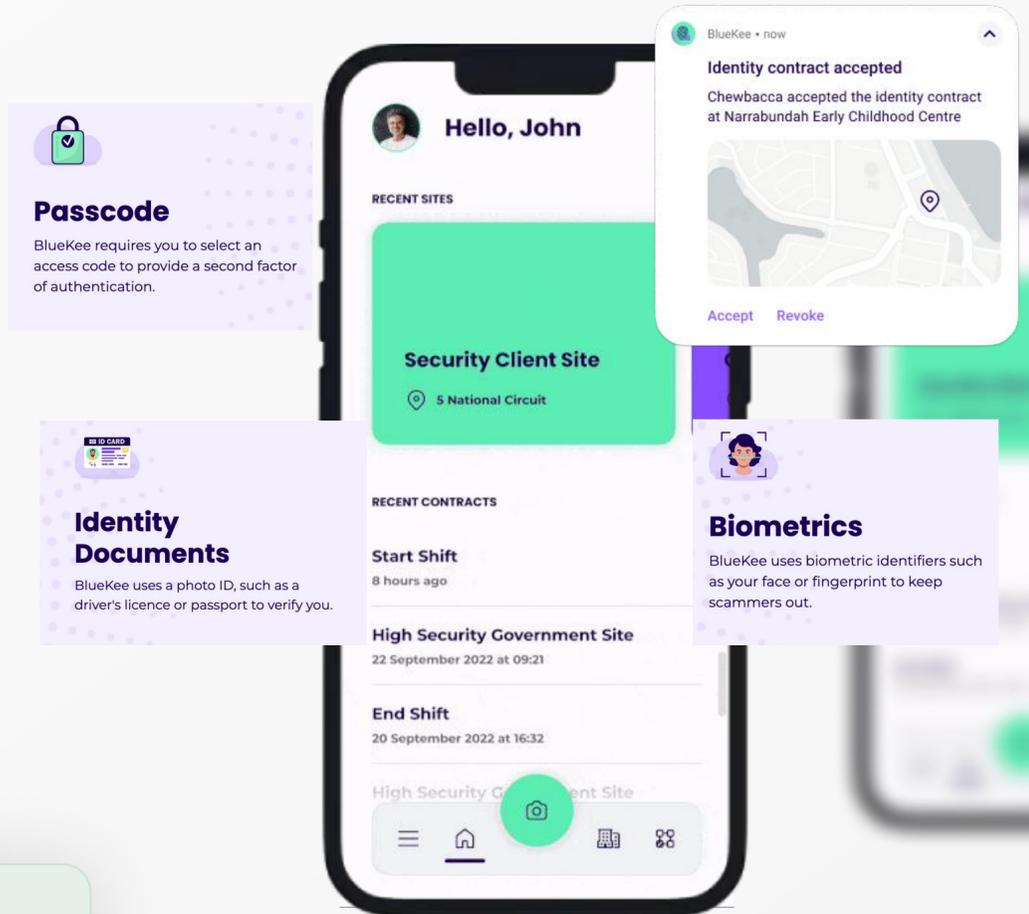
- ✔ Designed innovative identity contract concept
- ✔ Lead comprehensive service design process
- ✔ Built brand, visual identity and marketing assets
- ✔ Crafted an engaging web presence
- ✔ Developed videos, flyers, brochures, and more
- ✔ Launched MVP in 3 months with ongoing agile product development
- ✔ Established open API model with partner ecosystem

Traction

- BlueKee has secured significant capital over the last year as they demonstrated their ability to rapidly develop a highly secure and uniquely innovative product in the Digital ID arena.
- This speed of execution and ability to spend less on R&D has allowed them to scale their sales and marketing team to grow brand awareness and customers.

Next Steps

- BlueKee is expanding its customer base and is now focusing on its early wins in the call centre operations market to provide more robust controls for customers and operators to have digital identity assurance that the person on the other end of the line is the right person.



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Philip Bos
Founder of BlueKee

"After 43 years in business, I rate Imminently as one of the ultimate relationships I've had."