

LINZ: DC Loader, Wonder Wizard

Landonline, LINZ's online service for surveyors, lawyers and other land professionals, provides access to New Zealand's only authoritative land title and survey information database. It enables land professionals to search and lodge title dealings and survey data digitally.

Prior to 1 February 2005, Land Information New Zealand's (LINZ) Landonline customers had to follow a cumbersome 37 step process to download a Digital Certificate and enable them to use the technology when accessing Landonline. Fundamental to Landonline electronic security are "Digital Certificates", which are used alongside internationally recognised public and private key encryption systems to allow secure Internet transactions.

The digital security technologies used by LINZ for Landonline are also used around the world by Governments, leading financial, healthcare and corporate organisations. These organisations include the US Treasury Department, the Federal Bureau of Investigation, Vodafone and the United Kingdom's National Health Service.

LINZ customer research from late 2003, however, revealed users viewed the system as cumbersome, hurdle-ridden and time-consuming. The process required to download Digital Certificates was proving a barrier to uptake for potential Landonline customers and even tarnishing Landonline's image to new users simply by association. Customers also have to renew their Digital Certificate every year.

From this, the DC Loader Wizard project was born in August 2004. While the project's immediate aim was to build a customer-focused solution, building an easy-to-use Digital Certificate Loader Wizard was seen as supporting the goal of e-Delivery Excellence, identified in the LINZ Statement of Intent 2004/05.

Less than six months later LINZ, along with the strategic business partners listed below, have designed, built and delivered a Wizard to download Digital Certificates involving eight easy, compared with 37 complicated, steps. The DC Loader executable can be downloaded directly from the Landonline website. At only 1 MB in size, it can be easily downloaded by all users.

The new-look DC Loader wizard directs users through the Digital Certificate download process, explaining each every step along the way. It's as secure a system as ever, but now many of the steps are automated and the user's role is dramatically simplified. The Wizard even uses a Microsoft Windows-based format so the screen looks familiar to anyone with Microsoft Windows on their PC.

With the DC Loader LINZ has created a secure, fast, user-friendly Digital Certificate download process that leads the world. New Zealand is a world leader in developing a Wizard to make the process better, faster and easier for customers.

DC Loader Wizard	Old Manual Process
Eight simple steps	37 complicated steps
Complex load process now hidden from the user	Complex 'under the hood' process was daunting for many users
User's Operating System, security settings and default browser checked	Process could fail through incompatible Operating System, browser versions or security settings
Strong pass-phrase enforced on all DC's	Weak pass-phrase settings could cause 'signing' function to fail
Error messages automatically sent to LINZ service desk and logged	Error process confusing for users
Improved customer satisfaction, greater confidence in Landonline and LINZ	Poor first impression of Landonline, and LINZ

The new DC Loader wizard offers the same high level of security as the old system. Digital certificates are the bedrock security behind certification in Landonline and protect the titles register and digital cadastre.

With the new DC Loader Wizard, the process is faster and easier.

Project manager, Aaron Holmwood, managed all internal and external parties over a tight, six month timeframe. Over 40 people were involved in technical design, technical building, testing and graphic design, scripting of wizard screens, web and CD delivery content and final promotion to customers. Technical strategic business partners were spread across Australia, Canada and the United Kingdom and late night conference calls were not uncommon. Negotiating time zones for technical build and testing schedules were part of the project management cycle Aaron was required to manage.

The DC Loader Wizard has been downloaded from the Landonline customer information website an average 180 times a week since its launch on 1 February, with between 100-120 Digital Certificates currently issued or reissued weekly.

Customers are enthusiastic about its speed and simplicity, and calls to the LINZ 0800 support service about DC downloads have reduced between 40-50 percent.

The new DC Loader is a New Zealand first: a customer-focused technological system that delivers instant benefits to customers, improves Landonline's image and supports the LINZ strategic goal of e-Delivery Excellence.