Tracesmart reassigns its identity check solution to its new central interface

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Tracesmart, renowned for helping organisations conduct identity checks (http://www.tracesmartcorporate.co.uk/identity-checks/)for know your (http://www.tracesmartcorporate.co.uk/know-your-customer/) customer purposes, have announced that they are preparing to relocate their ID service - Smart ID Plus. The service will now be accessible directly from the company's principal site Tracesmart Corporate. The relocation signals the beginning of a larger project which aims to centralise all of the company's current and future online service offerings in order to streamline and improve the customer experience.

Utilised in both anti-money laundering (http://www.tracesmartcorporate.co.uk/anti-money-laundering/) and anti-fraud exercises, the service will lose its Smart ID Plus moniker and simply be known as ID, part of the Tracesmart Corporate range which includes the highly regarded data cleansing (http://www.tracesmartcorporate.co.uk/data-cleansing/) service. Users of the ID service will simply log in to the Tracesmart Corporate site where they will be greeted by the new central user interface. As well as access to the ID tool the interface will also provide access to other Tracesmart Corporate services and a variety of other functions including usage history and reports, system user guides and the option to purchase credits for their subscribed services.

Management of the technical changeover is being led by Paul Weathersby, Technical Director for Tracesmart, who has been planning the move for some time "Ensuring that our customers have an efficient and enjoyable experience when using our systems is one of our primary concerns. As such we [Tracesmart's technical team] have been preparing to centralise our online service suite for some time – porting the ID services across to the Tracesmart Corporate site is the first step in this process. The new interface will be live shortly and months of preparation will ensure a smooth transition with no negative impact on the user experience or service functionality."

The centralisation of Tracesmart's online service suite will result in a single 'shop front' and access point for users once they are logged in. For example, from this hub Tracesmart clients will be able to trace people (http://www.tracesmartcorporate.co.uk/know-your-customer/) one minute, then seamlessly switch to conduct identity checks the next. It is anticipated that having the range of services side-by-side will raise interest in the whole of the Tracesmart range.

Commenting on the future improved and centralised online service suite Mike Trezise, Managing Director at Tracesmart, notes the impact it will have for their customers, "The central service portal will allow for improved customer experience and usability – a core motivation behind the majority of our technical enhancements. All of our online services will be available from this single access point, thus ensuring our customers stay up-to-date with our portfolio and remain fully informed about the services available to them."

Notes to editors

Tracesmart was formed in 1999 and supply a diverse range of consumer data cleansing, identity check and

tracing tools to a wide variety of industries. Their client base ranges from SME to Blue Chip, who are all recipients of bespoke solutions, built around their specific needs.

Paul Weathersby – Tracesmart's Technical Director, Weathersby is the driving force behind the development and production of Tracesmart's suite of web-based services, and manages and directs their experienced IT team.

Michael Trezise - is the founder and Managing Director of Tracesmart. With over 25 years tracing and fraud analysis experience his unrivalled knowledge provides the company with a distinct competitive advantage.

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