

D I G I W A Y

DIGIWAY VCARDER™

WHITEPAPER

The Dynamic Digital Business Card

A strategic asset for corporate sustainability and reputation



The Real Cost of the Paper Business Card

The paper business card is a twentieth-century relic: expensive to produce, impossible to update without reprinting, destined to end up in the bin within days of distribution. Yet millions of companies continue to print them every year, generating measurable — and largely ignored — waste.

According to international estimates (Statistic Brain Research Institute, 2023), approximately 10 billion business cards are printed worldwide each year. 90% are discarded within a week. For a company with 50 employees printing 500 cards each, this translates to: over 12 kg of paper per year destined for disposal, €1,500–4,000 in annual printing costs, reprinting costs with every role or contact change, and zero data on actual material usage.

Add to this the invisible operational cost: time spent coordinating with the printer, managing obsolete stock, and the inability to integrate the card with any corporate system.




The Dynamic Digital Business Card

The Dynamic Digital Business Card (DDBC) is not a static PDF. It is a professional profile page accessible via the web, shareable via QR code, NFC, link or email signature, updatable in real time and integratable with existing corporate systems.

The keyword is dynamism: data is always up to date at no additional cost, content can include photos, videos and calls to action, the language adapts to the user's geolocation, and every interaction is tracked in real time. The company manages all profiles from a single centralised console, with full control over visual identity and shared data.

The DDBC as an ESG Lever

The adoption of the DDBC produces measurable effects across all three dimensions of the ESG framework — increasingly relevant for corporate reputation, public tenders and relationships with investors and partners.

 Environmental	 Social	 Governance
Eliminates paper and ink waste — reportable in the Sustainability Report	Employer branding: a professional tool for every employee. Accessible and multilingual	Centralised corporate identity, complete audit trail, native GDPR compliance
Measurable CO ₂ reduction, insertable into CSRD metrics	Controlled privacy: profile deactivatable in real time at end of employment	Guaranteed operational continuity: instant updates with no logistical disruptions
Support for circular economy targets: zero single-use product	Inclusivity: compatible with assistive technologies (screen readers)	Structured GDPR compliance: consent tracked for every contact acquired

On the Environmental side, waste reduction is quantifiable and can be included in the Sustainability Report — a tool increasingly required even of SMEs operating in the supply chains of large groups. On the regulatory side, the Corporate Sustainability Reporting Directive (CSRD, Directive 2022/2464/EU) makes every traceable action an asset in non-financial reporting.

Return on Investment

The DDBC delivers a direct and measurable economic return, complementing its ESG benefits.

Cost item	Paper card	Digiway VCarder
Annual cost per employee	€ 30–80	included in subscription
Data update	€ 15–40 / evento	€ 0 — real time
Interaction tracking	None	Complete
Brand alignment	Partial	Centrally guaranteed
CO ₂ impact (50 employees)	8–15 kg CO ₂ eq./year	Approaching zero

** Estimate for 50 employees, 500 cards/person. Processed by Digiway based on IPCC emission factors.*

Beyond the numbers: presenting yourself with a well-designed DDBC sends a message to your contact that goes beyond technical data. In markets where trust is a competitive variable, consistency between declared values and the tools used matters. For companies that participate in tenders or are subject to ESG ratings, every concrete and demonstrable action can make the difference in vendor qualification.

Application Scenarios

Growing company with a distributed team: eliminates dozens of print orders and manual updates with a single centralised platform.

Company with formal ESG objectives: the DDBC is a concrete, communicable and measurable action — not a statement of intent.

International operations: multilingual content, a consistent professional experience regardless of the contact's geolocation.

Sales reps and managers on the move: a QR code or NFC badge is all it takes to share the complete, always up-to-date profile in seconds.

Contact us for a free demo: info@digiway.it | www.digiway.it

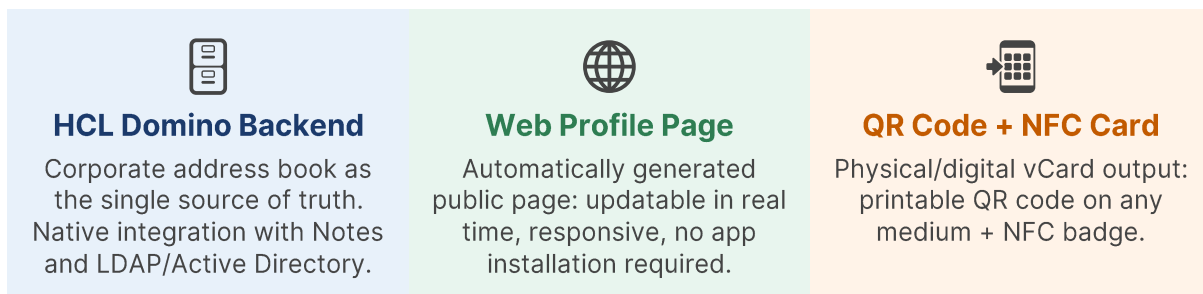
Digiway VCarder

From the corporate directory to the digital card: zero friction, zero waste

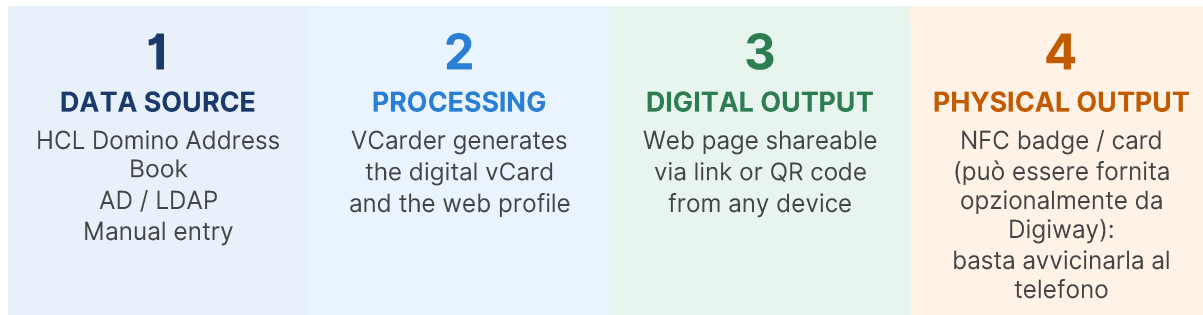
Digiway VCarder is the solution developed by Digiway to bring the Dynamic Digital Business Card into organisations that already use HCL Domino as their collaboration platform. The design principle is simple: employee data already exists within the company — in the Notes address book or the Active Directory/LDAP directory. VCarder automatically transforms it into professional digital profiles, without duplication, manual re-entry or dependencies on third-party systems.

The result is a business card that is always up to date, always available, distributable via QR code or NFC badge, centrally managed by IT with zero burden on the individual employee.

How It Works — Three-Layer Architecture



Data Flow Summary



Supported Data Sources

VCarder connects to existing corporate directories, without requiring migrations or new repositories:

- › **HCL Domino Address Book / Notes:** native primary source. Every change in the address book propagates automatically to the digital profile.
- › **Active Directory / LDAP:** synchronisation with the Microsoft directory for hybrid or migration environments.
- › **Manual entry:** for employees not registered in directories (consultants, partners, external figures) via the web administration interface.
- › **Integrations with business management systems:** custom integrations can be developed for data held in business management systems.

Output: QR Code and NFC Badge

VCarder generates two types of physical/digital output, complementary and usable in parallel:

QR Code: automatically generated for each profile, printable on letterhead, email signatures, conference badges, trade show stands or any other medium. On scanning, the contact accesses the Web Profile Page directly, with no app to install.

NFC Badge: physical card in card format (ISO/IEC 14443 standard), optionally supplied and programmed by Digiway with the employee's profile. Simply bring it close to any NFC-enabled smartphone — iOS or Android — to instantly transfer the vCard or open the web profile. No configuration required by the end user.

Both outputs point to the same Web Profile Page: updating data at the source automatically updates what the QR code and NFC badge communicate — without reprinting or reprogramming anything.

Centralised Management and Security

- › **Web administration console:** IT manages all profiles, graphic templates and permissions from a single interface.
- › **Immediate deactivation:** in the event of termination, the profile is deactivated within seconds — QR code and NFC become instantly inactive.
- › **Corporate branding:** the Web Profile Page is customised with corporate colours, logo and fonts, ensuring visual consistency across every touchpoint.
- › **Native GDPR compliance:** data remains within the corporate infrastructure (on-premise or EU cloud). Contact consent is tracked and managed in a structured manner.
- › **Universal compatibility:** no app to install for the recipient. Works on iOS, Android, Windows Phone and any modern browser.

✓ Why Choose Digiway to Implement VCarder

Certified HCL Domino expertise: we know the platform from the inside — the integration is native, not a workaround.

Technology partner, not a reseller: we analyse the client's IT ecosystem before proposing any configuration.

Full customisation: graphic templates, approval workflows and bespoke integrations.

Guided onboarding: training for administrators and a guided rollout for employees.

Ongoing support with defined SLA: we won't disappear after activation.

ESG data for your reporting: we provide waste reduction metrics reportable in the Sustainability Report.

Detailed product documentation is available on our website at: <https://www.digiway.it/vcarder>

Request a Digiway VCarder demo: info@digiway.it | www.digiway.it

Processed from sources: Statistic Brain Research Institute (2023), IPCC emission factors, CSRD Directive 2022/2464/EU, Regulation (EU) 2016/679 (GDPR).