



Phase 2: Custom Development

Secure portal for bulk image uploads, automated systems, integrated compliance, account based access & email automation.

QUO-00901191



Quote to: CN Photography

Carla Nel
info@cnphoto.co.za

Cost estimate #: 00901191

Date: 01 / 06 / 2026

Description

Secure User Authentication & Access Management

Development of a secure account management system, including user registration, email verification, two-factor authentication, learner verification workflows and permission-based access to ensure that users can only access authorised photographic content in accordance with POPIA requirements.

School Photography Management System

Development of a custom administration dashboard enabling the bulk upload and management of school photography projects. The system will automatically organise photographs, generate unique learner access codes, create watermarked preview galleries and produce printable code sheets for distribution to schools.

Protected Client Galleries

Development of secure client gallery functionality for schools, weddings, corporate and private clients, including password-protected galleries, watermarked previews, image categorisation, favourite selections and controlled access to purchased content.

Photography E-Commerce System

Implementation of a fully integrated WooCommerce purchasing experience, allowing clients to purchase digital images, print products, class photographs and bundled photography packages through a secure online checkout.

Automated Image Delivery & Digital Fulfilment

Development of automated digital fulfilment workflows, including secure cloud-based file delivery, expiring download links, download limits, high-resolution image delivery and automated customer notifications following successful purchases.

Print Order Management Dashboard

Development of a dedicated print fulfilment dashboard that streamlines order processing, package management, production workflows and packing requirements, reducing reliance on the standard WooCommerce order management interface.

Email Automation & Customer Communication

Integration with Brevo to automate enquiry confirmations, gallery notifications, purchase confirmations, download notifications, abandoned cart reminders and customer follow-up communications.

Cloud Storage & Performance Infrastructure

Configuration of scalable cloud storage, CDN delivery and secure image hosting infrastructure to support large photography libraries while maintaining fast loading speeds and minimising server overhead.

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Security, Testing & Quality Assurance

Comprehensive testing of user authentication, gallery permissions, purchasing workflows, payment processing, image delivery, automation sequences and system security to ensure a reliable, secure and production-ready platform.

Reporting, Analytics & Business Insights

Comprehensive reporting dashboards and analytics will be implemented to provide valuable insights into website performance, customer behaviour and sales activity. The platform will track key metrics such as gallery views, image purchases, order trends, customer engagement and overall platform performance.

Monthly performance reports can be generated to support informed business decisions, identify growth opportunities and measure the ongoing success of the platform.

Implementation

Entire platform to be backed up and domain point installed to reroute to the new website/domain.

Staging site setup included with auto-update for further development and feature testing.

Weekly automated backups with a log retention of 30 days.

Staging & Testing Environment

A secure staging environment will be created to allow the platform to be developed, tested and reviewed before deployment to the live website. This environment will support functionality testing, feedback implementation, user journey reviews, payment testing, gallery access checks and workflow validation without affecting the public-facing platform.

Once approved, the final version will be deployed to the live environment.

Cost Estimate: R 131,920.00

Discount: - R 17,640.00

Subtotal: R 114,280.00

VAT: + 15%

Total (Once-off): R 131,422.00

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Account Information

Atterbury Trust t/a OPTOG! Media
FNB
Account Number: 63006546254
Branch Number: 252445

Terms and Conditions

Please note that cost estimations may be subject to change due to exchange rate fluctuations.
The quotation is accordingly subject to the ruling exchange rate on the date of the order and the invoice may vary accordingly.

Additional support & standby

Technical and/or additional support provided within operating hours (08:00 - 17:00) = R 950.00/hour

Technical and/or additional support provided outside of operating hours
(00:00 - 08:00 & 17:00 - 00:00) = R 1,400.00/hour

Please note: The above mentioned rates are excluding VAT. Additional charges will be billed along with the relevant monthly invoice.



OPTOG! Media
Charle Kuhlmann | Account Manager

Client



Thank you!

