

Competitive Assessment Methodology

Solution Overview

The Payment Systems Industry relies heavily on technology. Its effective use within the industry is a key determinate factor between the leaders and the followers in the payments industry. Often organizations experience difficulty comparing their requirements to in-house and vendor-provided solutions on a fair and consistent basis. ReD's Competitive Assessment Methodology (CAM) is designed to quickly and objectively evaluate competitive alternatives. CAM's are also combined with ReD's Solutions Framework to compare an organizations technologies and workflows relative to Industry best practices.

Business Needs

The need to understand competitive solutions available may be driven by many business situations from selecting short-list candidates to determining best overall solutions from RFI/RFP candidate responses.

- ◆ Driving solution selection associated with conversion activity as a result of M&A activities.
- ◆ Determining competitive strengths of two or more systems on a feature/function basis
- ◆ Comparing current workflows, systems or service providers to the industry best practices.

Business Solutions

ReD Consulting developed the Competitive Assessment Methodology (CAM) to assist issuers, acquirers and processors with the evaluation of payment processing solutions. CAM's involve an assessment technique that approaches each processing solutions from three dimensions: Business Workflows, Application Software Functionality and Technology Architecture. The solutions evaluated can include in-house developed solutions, packaged software, third party processing alternatives, business process effectiveness and industry best practices.

Corporate Information

ReD Consulting provides planning and analysis services to leading organizations seeking to improve their profitability, service and competitive position through existing and new technology. ReD has helped more than 400 customers in over 40 countries develop practical solutions to the challenges and opportunities they face. ReD Consulting is part of the Retail Decisions group. Retail Decisions is in the business of adding value to payment transactions and is involved with electronic payment systems on a global basis, working with banks, retailers, card, petroleum and telecommunications companies.

Contact Us

ReD Consulting Inc
508 Main Street
Marble Falls, TX 78654

Telephone toll free: 866.798.9118
Telephone outside USA: 830.798.9118

CAM Phase	CAM Deliverables
Step One: Project Kick-Off	Confirmation of the goals of the project and development of a project plan including timeframes and meeting schedules
Step Two: Business Workflow Perspective Assessment	<ul style="list-style-type: none"> • Steps 2-5 will be completed for each of the alternative solutions being considered • Solutions are evaluated relative to detailed requirements or industry best practices using a Positive, Negative, Neutral (↑, ↓, ⇒ respectively) approach • Requirements/Practices and their PNN rankings are grouped into higher level systems or workflows and a Competitive Ranking of each dimension (left) is assigned <li style="margin-left: 20px;">5 Best In Class <li style="margin-left: 20px;">4 Strongly Competitive <li style="margin-left: 20px;">3 At Par <li style="margin-left: 20px;">2 No Competitive Advantage <li style="margin-left: 20px;">1 Competitive Disadvantage • Using the CR scores, an objective analysis of each alternative solutions is developed
Step Three: Application Software Perspective Assessment	
Step Four: Technology Architecture Perspective Assessment	
Step Five: Summary of Analysis	The final CAM report and presentation provides executives with the objective decision support data necessary to draw informed conclusions and make strategic decisions regarding the selection and implementation of payment processing alternatives