

# eCommerce Strategy Planning

## Solution Overview

Electronic Commerce (eCommerce), the use of the Internet and Internet technologies to conduct business, represents a new business model which can augment or completely transform an organization. To launch the exploration of new opportunities and challenges faced by an organization, ReD offers our Solutions Platform's eCommerce Strategic Planning Methodology developed specifically for issuers, acquirers and processors.

## Business Needs

Your organization understands the importance of being an eCommerce player but there are more questions than answers. Perhaps you have been online for years, but are now encountering higher levels of fraud, chargebacks, or relationship fraud issues with clients or partners. Maybe you are looking at the latest authentication issues or want to accept new payment schemes, such as PayPal. ReD can support you at whatever stage you are in the cycle:

- ◆ Where should you start? What information should you be collecting, authenticating, scoring and verifying?
- ◆ What do your customers expect from your organization while registering to do business, while buying items, or while managing an ongoing relationship?
- ◆ How will your website be kept secure? What technology will be needed?

## Business Solutions

ReD's approach combines our extensive experience in delivering card industry solutions with our experience in delivering eCommerce oriented business solutions to provide a unique, card industry focused approach to eCommerce strategic development. We will work with your organization to confirm the overall corporate strategy and develop an eCommerce vision that supports the high level corporate strategy.

## Retail Decisions

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

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Project Phase	Project Deliverables
<b>Step One:</b> Confirmation of Corporate Strategy	A concise statement of your organizations mission, goals and strategies
<b>Step Two:</b> High Level Requirements	High level statement of eCommerce business goals and requirements that support your overall goals and strategies
<b>Step Three:</b> Functional Alignment	A detailed evaluation of 7 key business functions and their alignment with the eCommerce goals
<b>Step Four:</b> High Level Execution Planning	A report with recommendations for next steps, time frames and costs as well as long term recommendations