

# 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. Often organizations experience difficulty comparing their requirements to in-house and vendor-provided solutions on a fair and consistent basis. Keypoint's Competitive Assessment Methodology (CAM) is designed to quickly and objectively evaluate competitive alternatives. CAM's are also combined with Keypoint's Solutions Framework, StartPoint®, 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 or services on a feature/function basis
- Comparing current workflows, systems or service providers to the industry best practices.

## Business Solutions

Keypoint has developed the Competitive Assessment Methodology (CAM) to assist issuers, acquirers and processors with the evaluation of payment processing solutions. A CAM involves 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.

## Company Information

Keypoint provides planning, analysis, definitional and advisory services to leading organizations in the payments industry that seek to improve their operational performance, efficiency and profitability through the use of best practices and technology. Keypoint has assisted over 500 clients in over 60 countries implement practical, cost effective solutions to address the challenges and opportunities that clients face.

CAM PHASE	CAM DELIVERABLES
<b>Step One:</b> Project Kick-Off	Confirmation of the goals of the project and development of a project plan including timeframes and meeting schedules
<b>Step Two:</b> Business Workflow Perspective Assessment	<ul style="list-style-type: none"> <li>➤ Steps 2-5 will be completed for each of the alternative solutions considered</li> <li>➤ Solutions are evaluated relative to detailed requirements or industry best practices using a Positive, Negative, or Neutral (↑, ↓, ⇒ respectively) approach</li> <li>➤ 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> </ul> 5 - Best in Class 4 - Strongly Competitive 3 - At Par 2 - No Competitive Advantage 1 - Competitive Disadvantage
<b>Step Three:</b> Application Software Perspective Assessment	
<b>Step Four:</b> Technology Architecture Perspective Assessment	
<b>Step Five:</b> Summary Analysis	The final CAM report and presentation provides executive with the objective decision support data necessary to draw informed conclusions and make strategic decisions regarding the selection and implementation of payment processing alternatives.



**Competitive Assessment Methodology**  
*A StartPoint® Best-Practice Service*