

eCommerce Strategy Planning



Solution Overview

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

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. You may be considering the latest authentication issues, experiencing fraud of an unknown origin or want to accept new payment schemes. Keypoint 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? How will you defend against fraud? What technology will be needed?

Business Solutions

Keypoints' 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 strategy development. We work with your organization to confirm the overall corporate strategy and develop an eCommerce vision that supports the high level corporate strategy, security, privacy and risk management.

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.

PROJECT PHASE	PROJECT DELIVERABLES
Step One: Confirmation of Corporate Strategy	A concise statement of your organizations' mission, goals , objectives and strategies
Step Two: High-Level Requirements	High-level statement of eCommerce business requirements supporting your overall goals and strategies
Step Three: Functional Alignment	A detailed evaluation of 7 key business functions and their alignment with the eCommerce goals
Step Four: High-Level Execution Plan	A report with recommendation for next steps, estimated time frames and costs as well as long-term recommendation



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A StartPoint® Best-Practice Service