

Conversion Planning

Solution Overview

The card industry has been shaped by merger and acquisition activity. Along with this trend has been an ongoing stream of conversion activity as companies strive to achieve economies of scale. The migration to outsourced solutions or bringing operations back inn-house has also contributed to conversion momentum. To address the recurrence of conversions in the card industry, ReD has developed as part of our Solutions Framework, a Conversion Planning Methodology.

Business Needs

Your organization is faced with planning for and managing a critical portfolio conversion:

- ◆ A new portfolio has been acquired and must be migrated to your platform solution
- ◆ The decision has been made to outsource or in-source your processing services and your staff lacks experience in managing this type of project
- ◆ Your strategic direction is growth through acquisition and several portfolio conversions are anticipated

Business Solutions

ReD has developed the Conversion Planning Methodology to facilitate the standardization and accuracy of conversion projects. Using this methodology, ReD can manage conversion projects on behalf of your organization, allowing your staff to continue with daily business activities. Or the methodology can be customized for the your organization's environment so that your conversion project team can be trained by ReD and equipped with a conversion process that is repeatable and reliable.

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.

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Project Phase	Project Deliverables
Step One: Assess	A gap analysis between the FROM and TO systems and processes
Step Two: Plan	A detailed analysis and mapping of data
Step Three: Model	A conversion utility and data conversion design
Step Four: Build	Test scripts and conversion utility and built and documented
Step Five: Integrate	Testing, execution of conversion and certification of conversion results
Step Six: Support	Knowledge transfer, workflow and workaround documentation