

Product Profile

Developing & Implementing a Comprehensive Remote Deposit Capture Strategy.

Comprehensive Remote Deposit Capture Strategy & Implementation

Since Check 21 came into effect in 2004, the payments industry has witnessed a dramatic transformation of the capture, processing and settlement of check transactions. We have moved from an exchange of paper items between banks to an environment of almost 100% image exchange. The point at which images are captured has moved from centralized operations centers to remote points of entry including tellers, branch back offices, ATMs, merchant locations, consumers' homes and mobile phones. Yet, many financial institutions are faced with important questions:

- What capture strategy is best for my institution? Which point of entry should I begin with, and what is the best order in which to implement the others?
- How do I balance the efficiency imperative of teller, branch and ATM capture versus the potential revenue uplift of merchant, consumer and mobile capture
- What is the best technical solution for my institution? Should I go to my core provider, item processing vendor or a third supplier?
- How do I effectively market merchant, consumer and mobile capture to achieve my new customer acquisition and retention objectives?
- What are the best practices in implementation I can learn from and what are the common pitfalls that I should look out for?

The Case for a Comprehensive Strategy

Whether you have already implemented pieces of your remote deposit capture plan, or are just beginning the journey, it pays to examine your options in light of your objectives and operating environment. Ideally your strategy and the solutions you implement should be clearly aligned you're your objectives. Are you focused on efficiency, growth, adding new markets, keeping existing customers? Who are your competitors and what are competitors doing in your backyard? What do your consumer and commercial customer demographics look like? A proactive strategy will take these factors into account to achieve your stated objectives. It is possible that the solutions you have been presented with look the same. One size, however, does not necessary fit all needs.

What is right for a national mega-bank may not be suit a community financial institution. In addition to the functions and features of the solution, it is also important to evaluate the solution provider. There are few things that are more mission-critical than the movement of money. You want to ensure that your solution provider delivers the right solution, on time and within budget.

Many financial institutions find that adoption is slow after they have launched offerings like merchant, consumer and mobile capture. This is often due to the lack of penetrative marketing. You need a value proposition and message that sets you apart from the many others that are saying similar things. You also need marketing programs that bring in leads that can be efficiently converted into customers. Align FSC brings deep expertise to help you navigate through the many strategic dimensions to ensure remote deposit capture success.

Comprehensive Remote Deposit Capture Planning

The Align FSC process consists of the following 5 phases. The phases have been designed to be modular to enable us to assist you regardless of where you are in the implementation of your plans.

1. **Strategic Review** -- Align FSC will work closely with your executive team to establish key objectives and imperatives. This can be accomplished through interviews or workshops, based on your preference. The output of this phase will be the definition of your current operating environment and clear goals, at the highest strategic levels, that will be guiding principles for the plans that will be developed in later phases. In this phase, Align FSC will also provide an assessment of how well aligned your institution's existing programs are with your stated objectives.
2. **Trade-Off Analysis** -- Based on the understanding of your institution's present position and future goals, Align FSC will work with your team to analyze various capture alternatives. The output of this phase will be a recommendation on the prioritization, sequencing and timeline of capture alternatives. This phase will also include high level solution recommendations that can be used to create Requests For Proposal (RFP). Optionally, Align FSC can help your team develop the RFP.
3. **Solution Evaluation** -- Align FSC will work closely with your technical and operations staff to evaluate solution alternatives. This can include examination of written proposals, viewing demonstrations by vendors and talking to furnished sources of reference. If required, and with permission from the solution provider, Align FSC can conduct audits of

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solution providers' product development and implementation processes. The output of this phase will be a ranking of solution alternatives and the solution providers.

4. **Go-to-Market Planning** -- For services like merchant, consumer and mobile capture, Align FSC will work with your sales and marketing teams to develop the best positioning, messages and marketing programs. This will include a review of your existing and likely competitive environment, information on the demographics (both consumer and commercial) in your markets, and the selected solution offering. The output of this phase will be a concise recommended marketing plan.
5. **Periodic Status Review** -- Align FSC will review progress on all aspects of recommendations made at a frequency of your choosing. In addition to a State of the Strategy report, Align FSC will also make recommendations on course corrections that may be necessary.