TAIVARA
Technology Innovation

Entrepreneurship is the Key to Innovation

Creating & launching successful digital products

Chris Anderson, Director of Innovation & Commercialization at Alliance Data

Proven innovation and technology commercialization leader. Deep experience in all aspects of product development and commercialization frameworks.
Highly strategic thinking and detailed executor. Strong digital payments and FinTech product and market background.

Expertise in startups, acquisitions, strategic investments for both large and small companies. Strong business case validation background with expertise in evaluating customer acquisition costs in relation to customer lifetime values.

Brooke Paul, President & CEO at Taivara

Brooke is a serial entrepreneur and corporate intrapreneur with more than 20 years of senior executive leadership ranging from Chief Security Officer to Chief Innovation officer at Fortune 500 companies including American Financial, Allstate, and Lexis Nexis.

Brooke has founded, built, and successfully exited startups in the Internet, cyber-security, and hospitality industries. He currently leads Taivara to bring the lean and nimble product management practices used by startups and venture capitalists to enterprise customers.

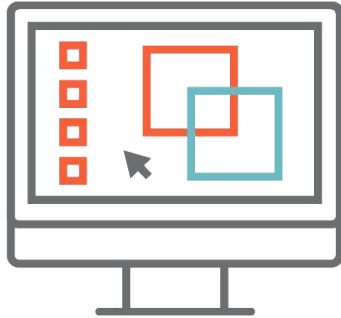# Scope of Our Digital Products at Alliance Data

Products:
Capabilities & Innovation leads most customer facing interactions

Teams:
Innovation team focus is on improving customer experiences or making it easier for our brands to work with us.

Value Streams:
Acquisition, Engagement & Servicing

8 Key Elements of Digital Product Co-Creation

1. **Prioritization:** Demonstrates alignment with your company's strategic goals and reduces your priority list to a manageable number

2. **Analysis & Validation:** Your prioritized list is ready for a lightweight market assessment to confirm assumptions

3. **Commercialization:** It takes dozens of customer conversations to get accurate information on the business opportunity

4. **Product Management:** Follow the lean product cycle of test, measure, learn

5. **Development:** Customers expect to know how software works without instructions. If your product confuses them, you're done. Great design is required from the start.

6. **Security:** Follow best practices to use secure development practices and hardened environments which will reduce the risk of breach by hackers and cyber criminals.

7. **Support:** Ensure uptime through established service level agreements and clearly defined roles and responsibilities

8. **Transition:** Provide documentation for owning and operating the product - from the product management level to back-end, business infrastructure systems.
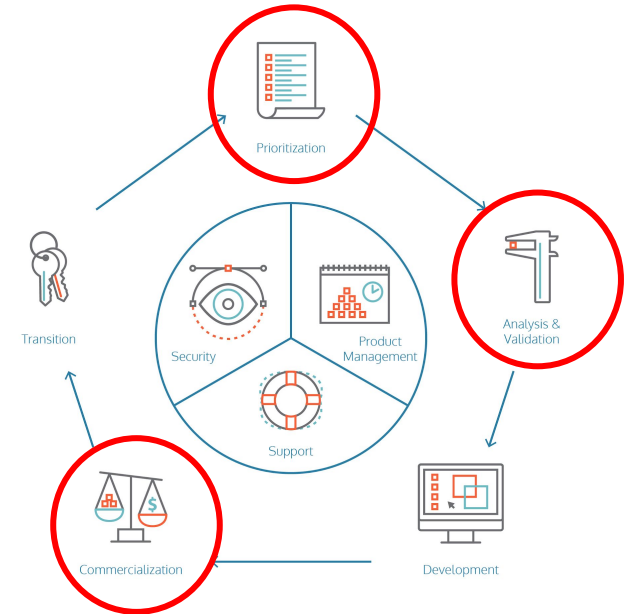
Proof Of Concept, Prototype, Pilot

	Definition	Objective
Proof of Concept	Exercise to test viability of a specific concept	Verify a feature, capability, product of service CAN be built
Prototype	Early model of a feature, capability, product, or a service to evaluate & learn from one potential design or implementation of a viable concept.	Gain feedback on visualization (look and feel) of solution
Pilot	Minimum Viable Product of a feature, capability, product, or service to refind and evaluate market readiness	Gain feedback from brand partners/cardholders on usage and behavior

8 Key Elements of Digital Product Co-Creation

1. **Prioritization:** All organizations have more products to launch than the capacity to complete them.
2. **Analysis & Validation:** Your prioritized list is ready for a lightweight market assessment to confirm assumptions.
3. **Commercialization:** It takes almost 70 customer conversations to get accurate information.
4. **Product Management:** Most companies do not have the internal resources to adequately oversee and launch a new product.
5. **Development:** This is what most companies view as the most important step in digital product creation - and it is very important.
6. **Support:** You will most likely need to have some external support pre and post launch,.
7. **Security:** Having a partner firm that can engage with your internal security team greatly enhances product security.
8. **Transition:** Mixing valuable external resources coupled with internal resources helps ensure a successful launch and will smooth the transition back to your internal IT and support groups.
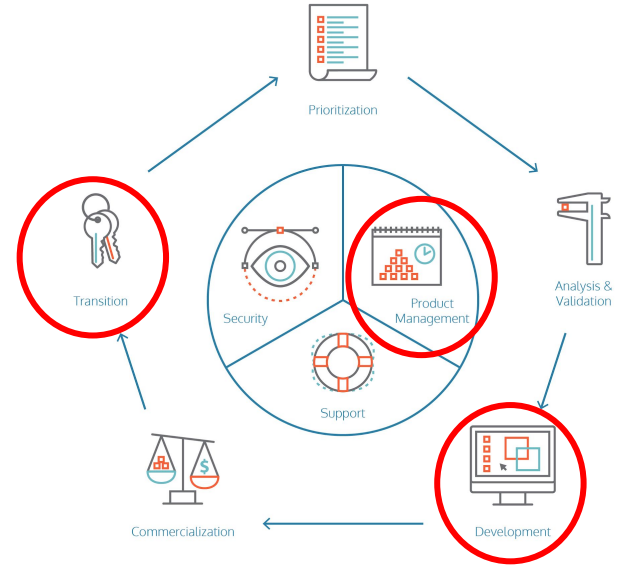
Why We Work With Entrepreneurial Partners

- Speed - POC fast but designed to improve for a Pilot. Improved to scale.

- Flexibility - Both in the relationship and in the architecture.

- Outside Expertise and Perspective - Top talent solving problems for a lot of industries.

- Value – Quality and cost are often better than we can manage internally.
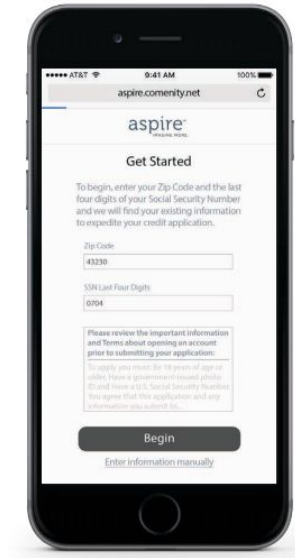
Gaining Internal Support for Co-Creation

- Gaining IT Support
  - Lack of control
  - Security
  - Transitioning into the IT environment

- Gaining Executive Support
  - Cost/Budget
  - Understanding internal or client culture

- Gaining Other Team's Support
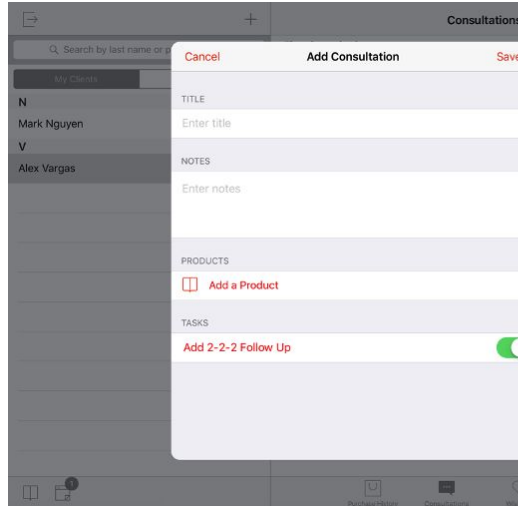 - Customer Service
  - Sales/Marketing

Alliance Data Examples of Co-Created Products

Frictionless Mobile Instant Credit (FMC)

Notable

Frictionless Mobile Instant Credit (FMC)

The Problem

Product
- Long and tedious process for credit application
- High Card Abandonment Rates

Internal Capacity Limitations
- Did not have product development resources
- Did not have product support resources

Frictionless Mobile Instant Credit (FMC)

The Solution

Product
- https://youtu.be/5VS1KrKMnh8

Internal Capacity
- Using external partners to increase capacity
  - Software Development
  - Production Support for the Application

Frictionless Mobile Instant Credit (FMC)

The Results

- Initial results from national specialty retailer indicate *Frictionless Mobile Credit* reduces application abandonment rate by **83 percent**
- The customer spends 40% more money with immediate purchase power

Notable

The Problem

Product

- Stores moving to a model with less sales associates (2-3 per store)
- The customer data collected like size, past purchase wasn't being recorded
- Acquisition programs couldn't effectively leverage in-store sales associates
- The personal experience for the sales associates of accepting/denying a customer for credit is awkward.

Internal Capacity Limitations

- Did not have Product Analysis & Validation capacity
- Did not have Product Development resources
- Did not have Product Support resources

Notable

The Solution

Product

- Easy-to-use *NotableSM* tablet-based app allows sales associates to seamlessly add customer data and preferences.
- Store associates can easily access a 360-degree view of the customer to personalize the shopping experience, build deeper relationships, and enhance loyalty.
- Brands support their stores with the *Notable* solution enabling consistent selling practices, more insightful customer interactions and relevant offers based on shopping preference.

Internal Capacity

- Using external partners to increase capacity
  - Product Analysis & Validation
  - Software Development
  - Production Support for the Application

Notable

The Result

- Ended up mothballing
- Got to market in 6 months rather than 3 years,
- Saved 2/3rds of the cost on investment
- Got to the decision in the most time efficient way

What to Look for in a Co-Creation Partner

- **Flexible:** Knows how to adapt and work in your preferred environment.
- **Process Agnostic:** Can help regardless of what part of the product creation process you follow.
- **Nimble:** Ability to quickly produce quality work
- **Cost Efficient**
- **True Partner Mindset**
- **Multi-Industry Knowledge:** Pulling knowledge & experience across a plethora of industries makes for a strongly equipped approach.

Thank You For Joining!

For More Information on Co-Creation or to set time for a deeper conversation with Chris Anderson or Brooke Paul:

Contact Jacqueline jacg@taivara.com
Or Call us Today at 614-300-7374

TAIVARA

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