

Connected Community Assessment

Solution Overview

A Connected Community is a market evolution enabled by new technologies where consumers, businesses and city citizens purchase and interact with various service providers within both local and diverse geographic boundaries thus defining the community.

Payment systems rely heavily on technology and business efficiencies in managing the flow of funds between buyers and sellers through secure payment devices enabled by cards and related devices. Businesses and Cities alike rely on efficiently serving tourists, citizens and commercial business with valuable, reliable and secure alternatives to daily activities. As new technology brings more options for enhanced infrastructure such as transit and parking or shopping and loyalty, banks are introducing advanced payment devices such as proximity cards, stored value, mobile commerce and the Internet.

JCO Group's Connected Community Assessment (CCA) is an effective tool to articulate the strategy, determine appropriate objectives across multiple community services, and bridge the partnerships required between city and private sector participation. JCO Group's CCA is designed to quickly and objectively evaluate competitive alternatives to the business, city or community managing all aspects of their programs. From card management to payments processing, the CCA will build the most competitive solution to multiple agencies operating within the commercial, political and regulatory framework required for success at minimal cost or risk.



Business Needs

The need to understand competitive solutions to build a connected community may be driven by many financial, regulatory, operational and political situations. We can help determine short-term goals while delivering long-term objectives.

- Define the role the merchants and city agencies play in the multi-use program. Evaluation of marketing, plastic purchasing, card issuance, card acceptance, program management, funding, funds pool management, escheatment, and revenue recognition.
- Determine detailed business case relevant to stakeholders benefits, revenue and program features and functionality
- Evaluate which partners and vendors drive incremental value while minimizing dependencies.
- Comparing current workflows, systems or service providers to industry best practices. Determine impact and relevance for a single application/city/merchant or increased complexity when expanding program across multiple services and / or multi-merchant/bank/cities.
- Define appropriate channels to drive program revenue, reduce dependence on card operations, while maximizing value to stakeholders



Business Solutions

JCO Group developed the Connected Community Assessment (CCA) as part of the Proven Path framework to assist businesses and cities in managing the desire and ability to drive convergence across multiple community services including transportation, parking, tourism, permits and payment or loyalty applications. It addresses the functional, regulatory, and commercial aspects of issuing, merchant acquiring and processing of payments versus partnering with industry leaders to maximize revenue opportunities. CCA's involves an assessment technique that approaches processing solutions from multiple dimensions: Business Workflows, Application Software Functionality, Technology Architecture, and Commercial Applicability.

Corporate Information

JCO Group provides planning, analysis, definitional, advisory and marketing services to leading organizations in the payments industry that seek to improve their performance, efficiency and profitability through the use of best practices and technology. JCO Group has assisted many clients around world implement practical, cost effective solutions to address the challenges and opportunities that clients face.

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Connected Community Assessment
A Proven Path Process

CCA Phase	CCA Deliverables
Step One: Project Initiation	<ul style="list-style-type: none">➤ Confirmation of project goals➤ Develop project plan, including timeframes and schedules➤ Identify desired features, functionality and user experience➤ Identification of stakeholder objectives and challenges (real and perceived)
Step Two: Gap Analysis	<ul style="list-style-type: none">➤ Determine existing business workflow relative to project scope➤ Determine existing technical and operational infrastructure(s) relative to project scope➤ Detailed perspective assessment for all stakeholders➤ Evaluate findings relative to Proven Path methodology for best practices
Step Three: Develop Recommendations	<ul style="list-style-type: none">➤ Build high-level program and functional overview➤ Define stakeholder roles, responsibilities and benefits➤ Create roadmap for program rollout including recommendations for bridging gaps identified➤ Identify potential vendors, partners and internal resources
Step Four: Strategy Summary	<ul style="list-style-type: none">➤ A final presentation of summary findings, recommendations and next steps