



High Growth Vertical Market Strategy
Drives Greater Focus; Inspires First-of-its-kind
Payment Processing Platform

Company Profile

FrontStream Payments is a leading solutions provider of integrated payment and donor management products. It offers turnkey solutions that enable cause-based organizations and business clients to increase revenue and contributions through web, mobile and POS acceptance of ACH eChecks and credit/debit cards.

Situation

The company was looking for greater organizational focus following the merge of three payments companies.

Situation

In 2010, Frontstream Payments, a leading merchant solutions provider of integrated payment products, was a company in transition as it was working to gain a foothold in the competitive payments processing marketplace following the merge of three diverse payments companies. Double Diamond Group was hired to conduct a comprehensive analysis of the company's products and services, sales and delivery channels and competitive landscape.

Double Diamond Group Solution

The process revealed key findings that could have an immediate impact, and it identified high growth vertical markets that could drive long-term revenue opportunities. The research and its presentation to the Frontstream Board of Directors offered a compelling critique that was instrumental in helping the company chart its future course – including the hiring of its next chief executive officer, Nina Vellayan.

With a strategic roadmap in place, Vellayan – a payments industry veteran with deep experience in the vertical markets identified in the Double Diamond Group analysis – could clearly see where to best direct the company's resources, including the development of a first-of-its-kind, cloud-based payment and data management platform. Double Diamond Group was retained to provide C-level counsel as the platform was being conceptually developed, and Todd Ablowitz, president of Double Diamond Group successfully assisted Vellayan in securing Board and investor support to build the payments system.

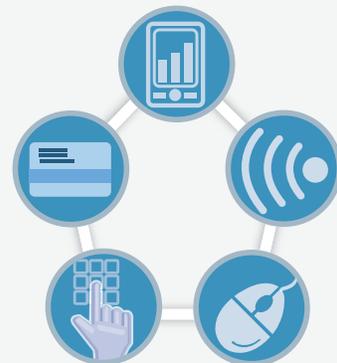
"As a consulting leader, Todd relates well to C-level executives and boards, and he has an exceptional ability to articulate market trends," says Vellayan. "He fully defends the data points behind his company's recommendations and that is a unique skill set that is highly valued in a consulting relationship."

Quick Look: Solutions

- In-depth review of internal capabilities through interview with leadership and sales force
- Evaluation of product and service offerings against vertical markets
- Identified strengths and opportunity gaps
- Detailed market and competitive analysis
- Opportunity and market sizing
- Initial topline overview, followed by detailed analysis and selection of potential vertical markets
- Actionable recommendations supported by a clear and effective matrix matching up opportunity and capabilities to enhance decision making
- On target C-level advisory services

Results

Within 12 months, Frontstream Payments developed and implemented a targeted vertical market strategy that drove greater organizational focus, and built and launched an all-in-one, self service, modular-based fasttransact™ payment management system that supported a massive turnaround. This netted a return that exceeded ten times the initial investment in consulting services within two months of implementation.



“ Double Diamond Group was very instrumental in helping Frontstream Payments develop a strategy, build a platform and execute on that strategy in 12 months. You just can't do that without the right players, analysis and counsel. ”

Nina Vellayan,
President & CEO
Frontstream Payments

“ It's rare to find a consulting firm that moves beyond validating strategies and assumptions to actually delivering new information that is surprising and insightful. Double Diamond Group gets to the heart of the issues and clearly answers the questions that a CEO or operational leader needs to know. ”

Nina Vellayan
President & CEO
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