



Global Acquirer Locks in on Mobile Payments
Market Opportunities with On-target Market Research,
Analysis and Recommendations

Company Profile

Elavon provides end-to-end payment processing solutions and services to more than one million merchants in the United States, Europe, Canada, Mexico, Brazil and Puerto Rico. It markets solutions including credit and debit card processing, electronic gift cards, dynamic currency conversion, multi-currency support, and cross-border acquiring through multiple alliance channels. Elavon is wholly owned by U.S. Bancorp.

Situation

The company wanted to take its mobile commerce initiatives to the next level with a renewed market outlook and assessment of emerging opportunities to develop a global mobile strategy.

“ Double Diamond Group hit a home run. Their information was transformative in nature as far as educating us on what’s happening in the marketplace. It allowed the organization to rally behind the investments needed to pursue the opportunities uncovered through our work together. ”

Marianne Johnson
Executive Vice President
Global Product & Innovation
Elavon

Situation

The payments industry is experiencing seismic shifts, prompting smart companies to take a renewed look at their strategies and implement new approaches to the constantly evolving marketplace. Elavon, a leading global payments services company, assembled a cross-organizational growth team to evaluate the company’s mobile initiatives and take that work to the next level by creating a global mobile strategy.

Double Diamond Group was selected from a slate of notable consulting firms to research and compile a fact base, provide hypotheses and recommend priorities that would be used by the growth team as the foundation for developing the strategy.

Double Diamond Group Solution

Double Diamond Group was charged with the responsibility of delivering an in-depth fact base that covered five key markets on three continents. The work included numerous internal interviews with a cross-section of Elavon employees; accessing and analyzing extensive amounts of information from secondary sources; and conducting a competitive review and assessment of mobile payments trends in each of the five markets.

Double Diamond Group’s collaborative approach to working with team leaders, quality and customization of the market data and compelling hypotheses earned the firm a second engagement to work side-by-side with Elavon growth team members.

The team had one month to validate the assumptions and develop the mobile strategy. Double Diamond Group provided a common framework for assessing Elavon’s products and market position against market realities and opportunities, and facilitated the process that culminated with a team presentation to Elavon’s executive leadership.

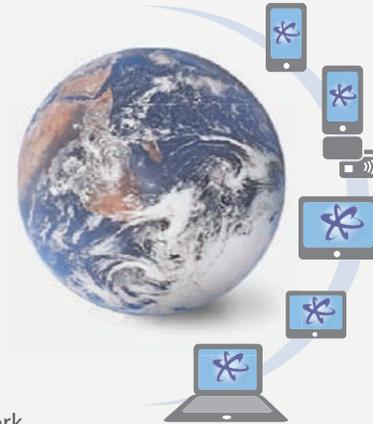
According to Marianne Johnson, Executive Vice President of Global Product & Innovation for Elavon, “With Double Diamond Group you get a partner who is engaged in the marketplace and brings you creative thinking and information that is not easily found. They work collaboratively to combine their knowledge with what you already know, so you ultimately get a better output. ”

Quick Look Solutions:

- In-depth research of U.S. and multiple international markets
- Identified and evaluated mobile opportunities
- Internal assessment via cross-organizational interviews
- Growth team leadership and facilitation
- Synthesized massive amounts of data and summarized market intelligence into accessible, robust fact base
- Global mobile payments strategy framework

Results

The information rich fact base and on-target hypotheses earned additional consulting engagements for Double Diamond Group. The firm was retained to facilitate and mentor the Elavon growth team, and was instrumental in the development of the global mobile strategy. The work of the growth team gained resounding Elavon leadership support and garnered a major investment in the company’s mobile commerce initiatives around the world.



“ The robust fact base and solid hypotheses presented by Double Diamond Group set the bar for what we will expect from consultants in the future. ”

Marianne Johnson
Executive Vice President
Global Product & Innovation
Elavon



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