



Product Management at Central 1

July 11, 2013



MemberDirect Services is a flexible outsourced SaaS direct banking solution used by over 350+ Canadian credit unions and banks serving over 4M customers.

Consumer	Mobile	Business
<i>MemberDirect Online</i> <i>MemberDirect Integrated</i>	<i>MemberDirect Mobile Services</i>	<i>MemberDirect Small Business</i> <i>MemberDirect Business</i>



Personal banking

Business banking

About Vancity

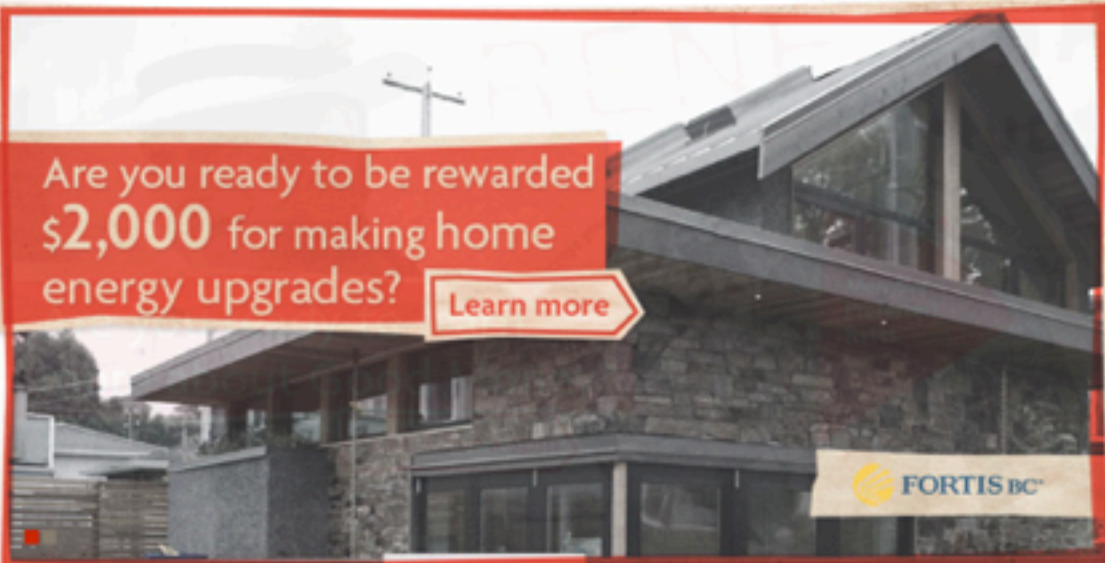
Search vancity.com



Banking | Visa | Mortgages | Loans | Investments | Insurance | Planning | Rates

Are you ready to be rewarded
\$2,000 for making home
energy upgrades?

Learn more



Log in to personal
online banking

Branch #

Account #

Log in

- » Add a Memorized Account
- » Business banking
- » Online Brokerage
- » My Visa account

Online banking is
guaranteed secure

Not a member?

Join us

Quick links

- » Chequing accounts
- » Saving accounts
- » Foreign exchange
- » Wire transfers
- » Online banking
- » Mobile banking
- » Become a member
- » Business banking
- » Contact us

Banking

- » Stay flexible and secure with a 3-year escalating term deposit.



Top up your savings with your reward points



- » Do more with your Vancity enviro™ Visa*

BANK

Chequing, savings

BORROW

Mortgages, loans, credit

INSURE

Property, auto, travel, life

INVEST

Plans & products

SIMPLE ADVICE

Finance, retirement, education

Yarrow Insurance Open Sundays – To serve you better, our Yarrow insurance office will be open from 10:00 a.m. - 2:00 p.m. from June 30 until September 1, 2013.

STOP DREAMING ABOUT YOUR DREAM HOME.

GET A \$1000 BONUS WITH THE HOME SWEET BONUS™ ACCOUNT.

[Find out more](#)
Login To: **Online Banking**Branch **Abbotsford Villag**

Member Number

Access Code (PAC)

Login

 Security & privacy policy

Remember my Branch / Member?

Find Branch/ATM

e.g. 11 Main Street



INTERAC® E-TRANSFERS
FREE with your Simply Free Account™

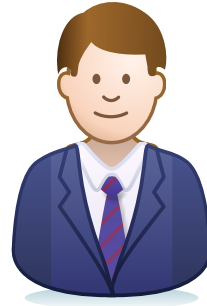
SAVING FOR A HOME?
Make owning your dream home a reality

\$100 IN YOUR POCKET
When you purchase home insurance

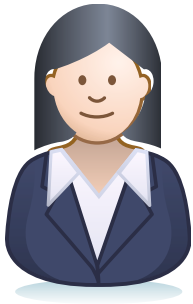
BUSINESS CHEQUING
\$20/mth for unlimited transactions



Product management at Central 1



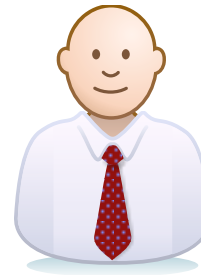
Director, Product Management



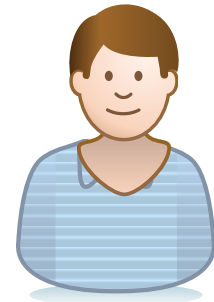
Client Access & Integration



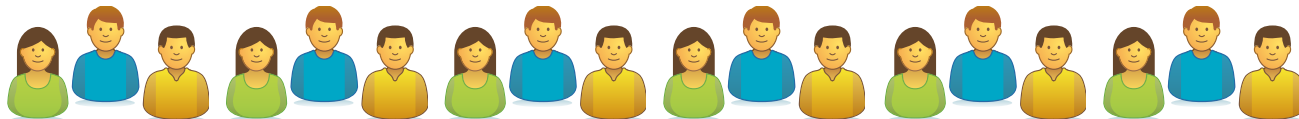
MemberDirect



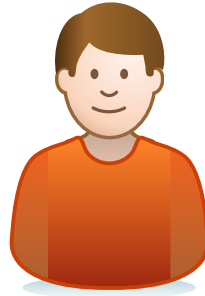
Payment Applications



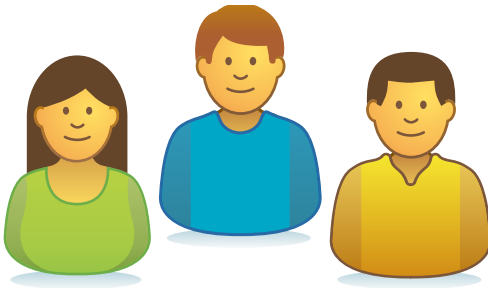
Partner Integration & FX



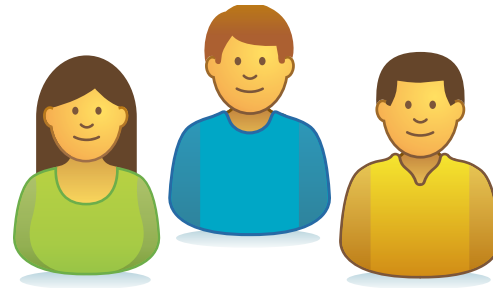
MemberDirect Product Management



Senior Product Manager, Direct Banking



Product managers



Business analysts

\$

Change happens in a few ways

Roadmap

Funded by
development
budget

Enhancements

Client funded

Our rhythm: weekly

Mon	Tue	Wed	Thu	Fri
Change meeting		Build meeting	Build meeting (Business), Change meeting and Product CAB	
Evaluate requests for change		Review tickets going to build	Review tickets going to build, evaluate requests for change	





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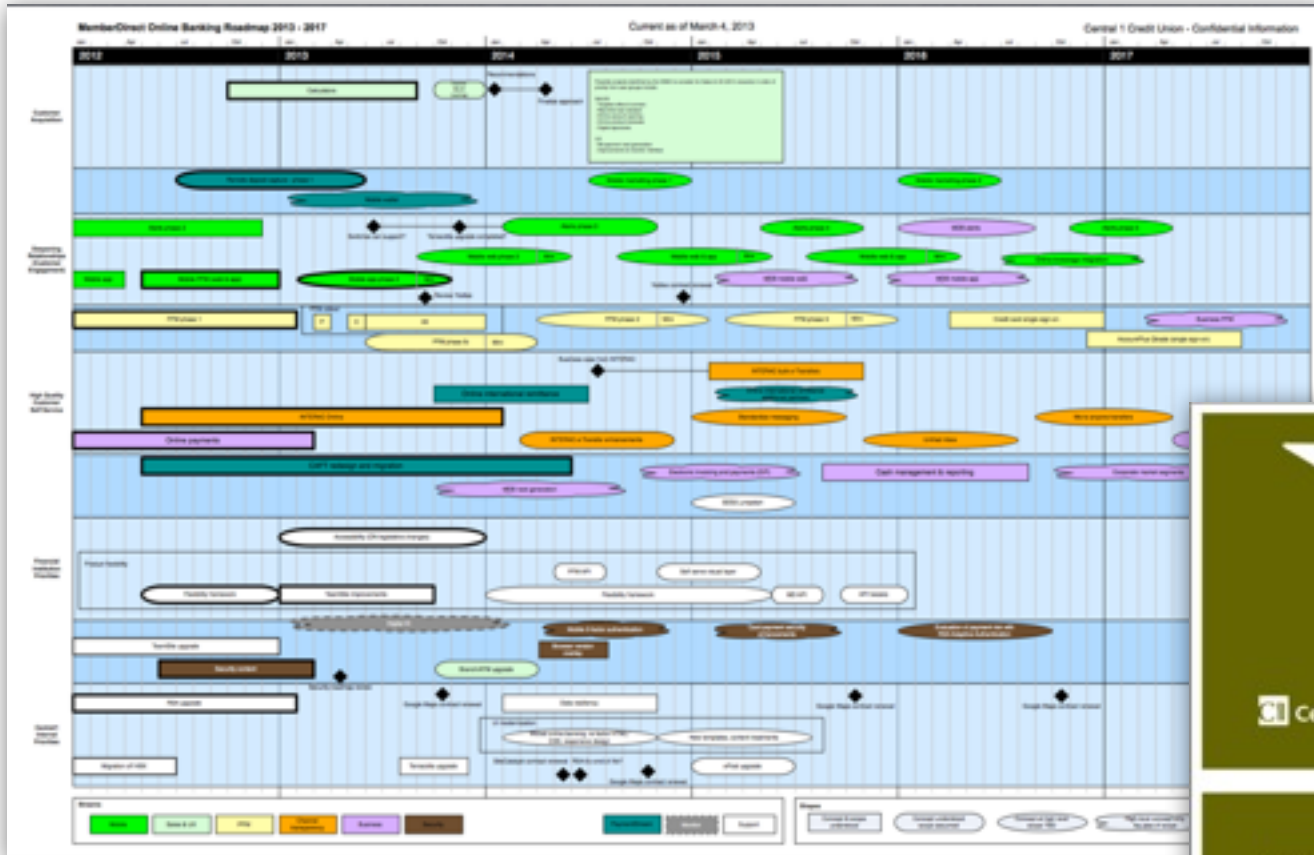
Our rhythm: planning

Ongoing client meetings



February	March-May	June	September	December
Strategy committee	User group meetings	Strategy committee	Strategy committee User group webinar	Strategy committee
	Gather input, feedback	Present roadmap recommendation	Finalize roadmap and share to support planning and budgeting	

Roadmap

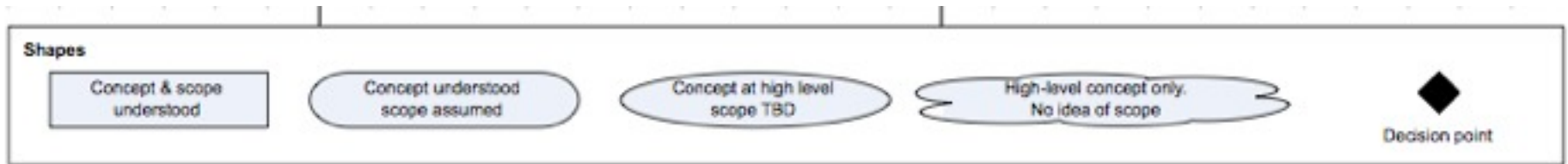


Central 1

MemberDirect® Product Roadmap
Project Overviews 2012-2017
September 2012 - Version 1.2

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Objectives, streams, and shapes



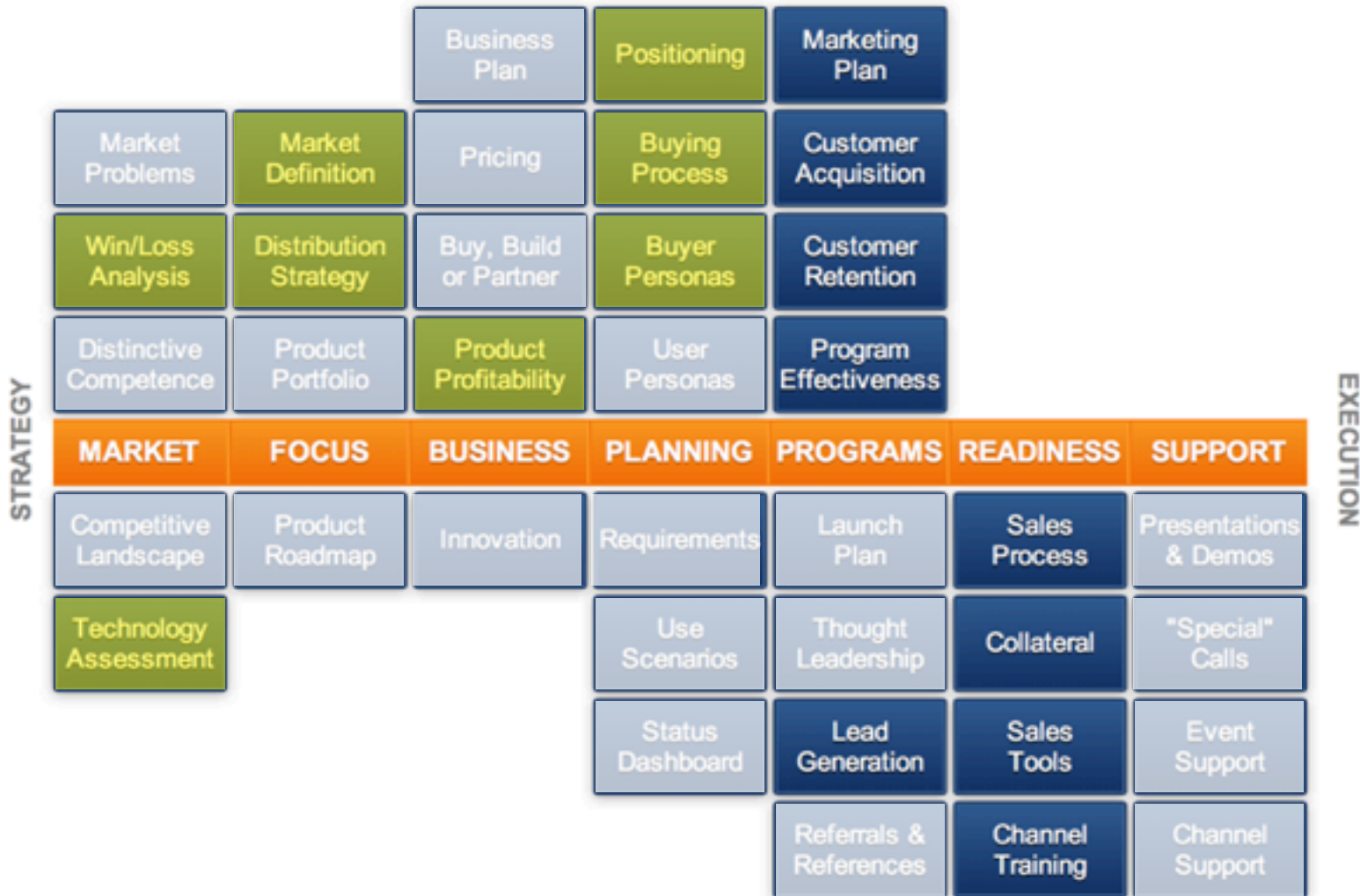
Pragmatic Marketing framework



What we do



What we don't do a lot (or enough) of



What isn't our job or we don't do



Projects begin with vision and scope

- Business requirements
 - Background, opportunity, objectives & success criteria, customer/business needs, business risks
- Vision of the product/solution
 - Vision statement, scope summary (inclusions, exclusions, assumptions, dependencies, constraints), personas, primary use scenarios
- Business context
 - Stakeholder profiles
 - Project priorities (schedule, features, quality, staff, costs)
- Business case

Working with clients as “champions”



Very active in projects

www.blogcmmi.com



What the customer said



What was understood



What was planned



What was developed



What was described by the business analyst



What was documented



What was deployed



The customer paid for...




How was the support



What the customer really needed



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 @benry #AllSBNoBS
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