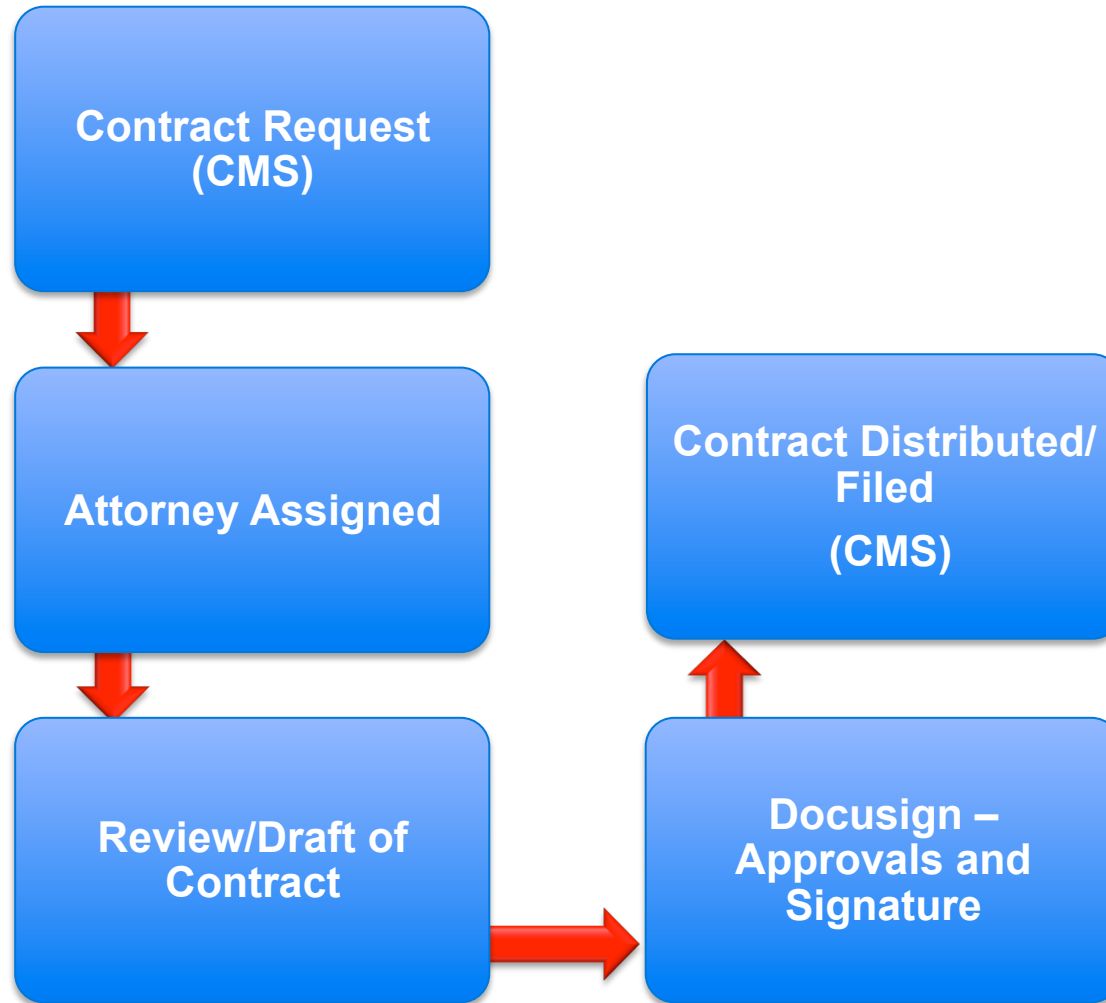


# The Contracts Process



# 2013's Biggest Frustration...Capacity

Challenging to 'rationalize ruthlessly  
prioritize (due to limited resources)  
with "be close to the BU"  
- Quote from Pulse Verbatims

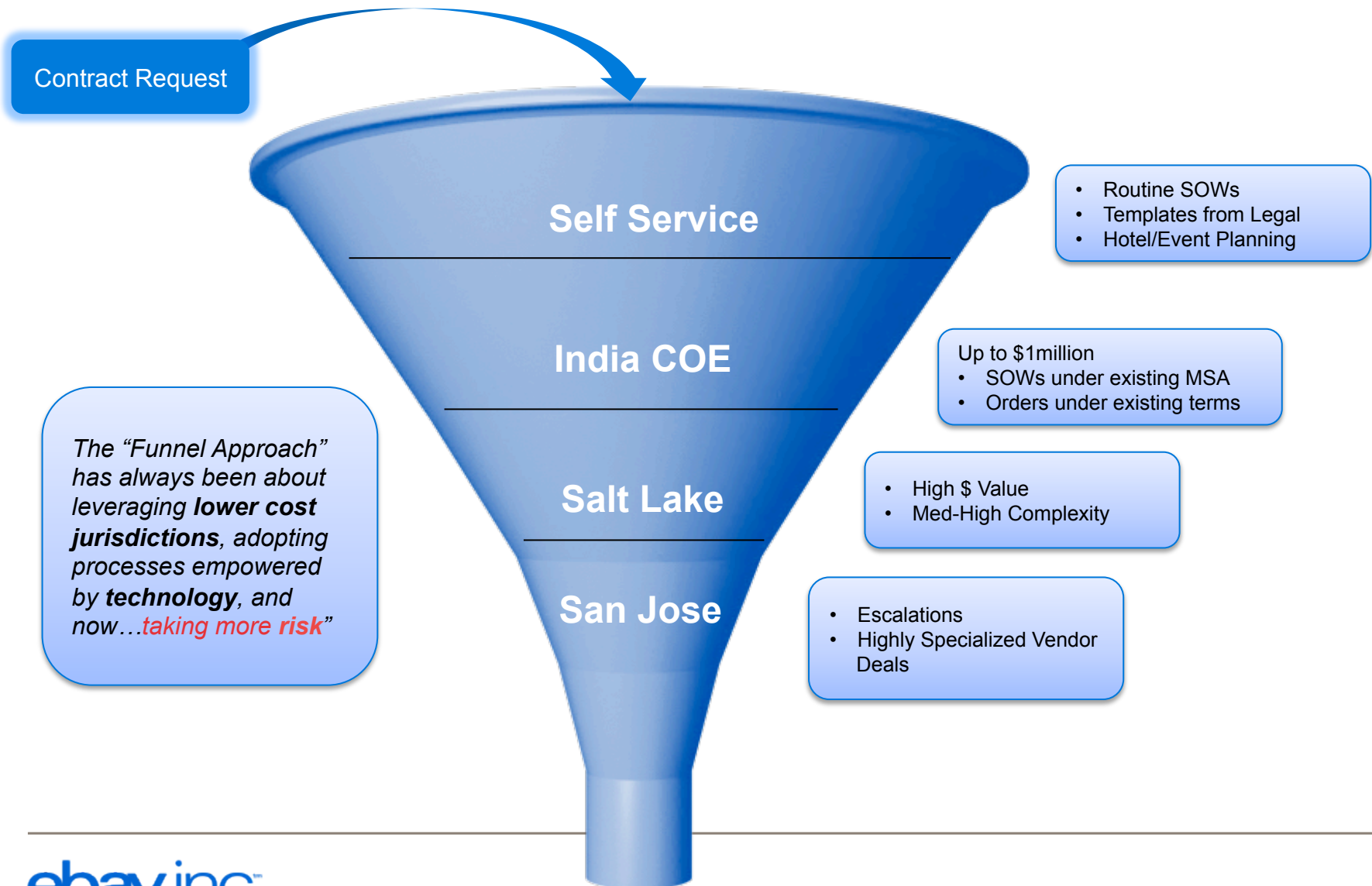
Connect with the  
Business

Keep up with  
increasing volumes  
and faster  
turnaround times

**VENDOR TEAM**  
operating at 140%  
capacity for large  
part of the year

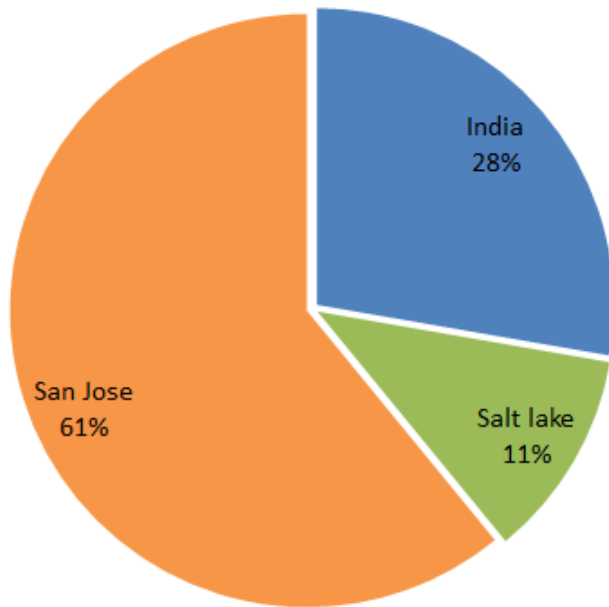
**MERCH DEV  
TEAM**  
underwater – 1  
resource

# The Funnel Approach

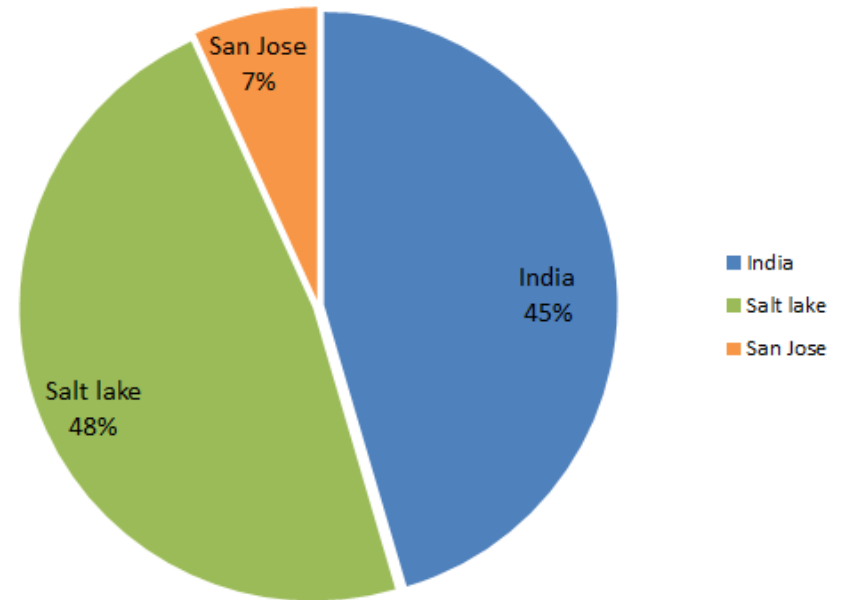


# In 2012/2013, the focus was “low cost jurisdictions”

2012 April

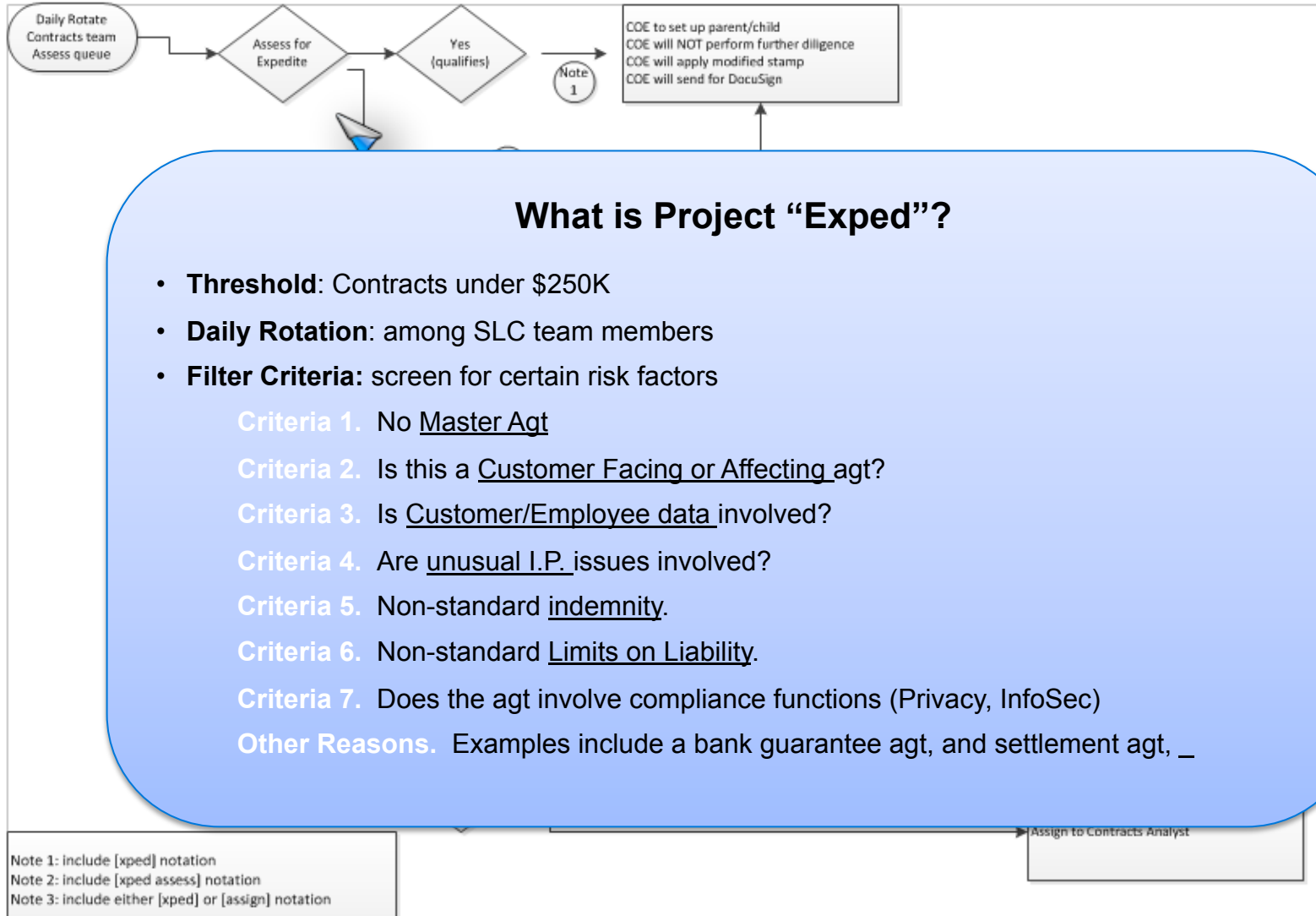


2013 April



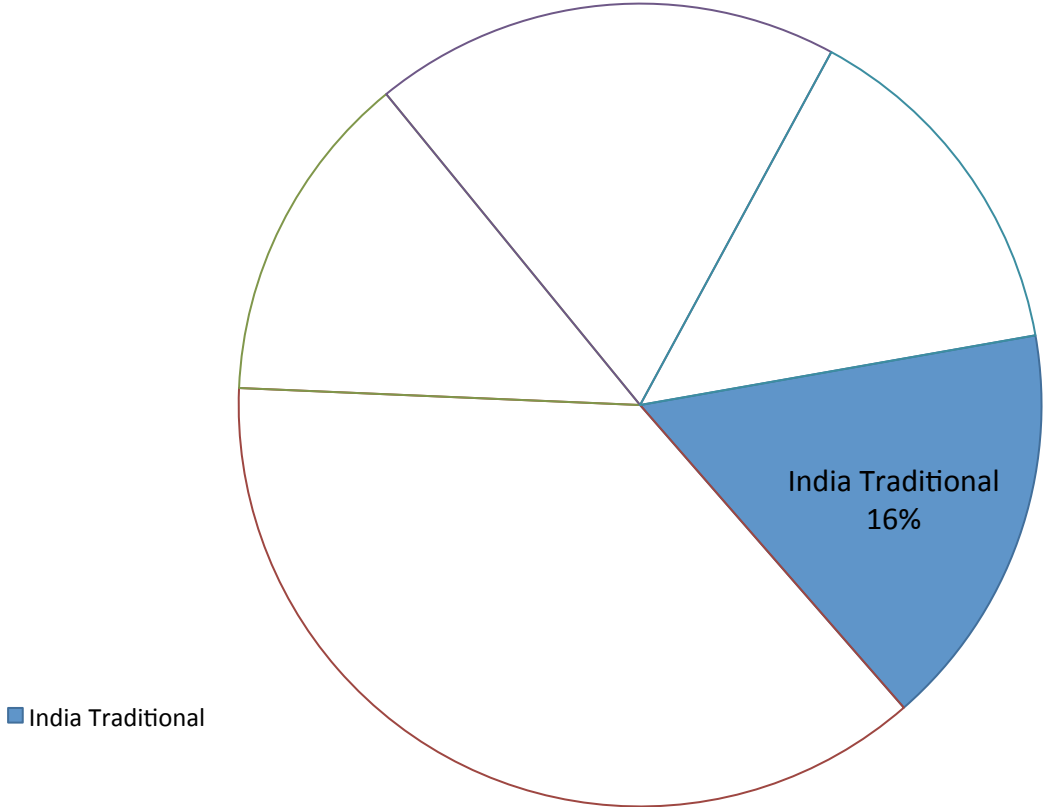
- India
- Salt lake
- San Jose

# In Oct 2013, the focus shifted to “Risk Tolerance”



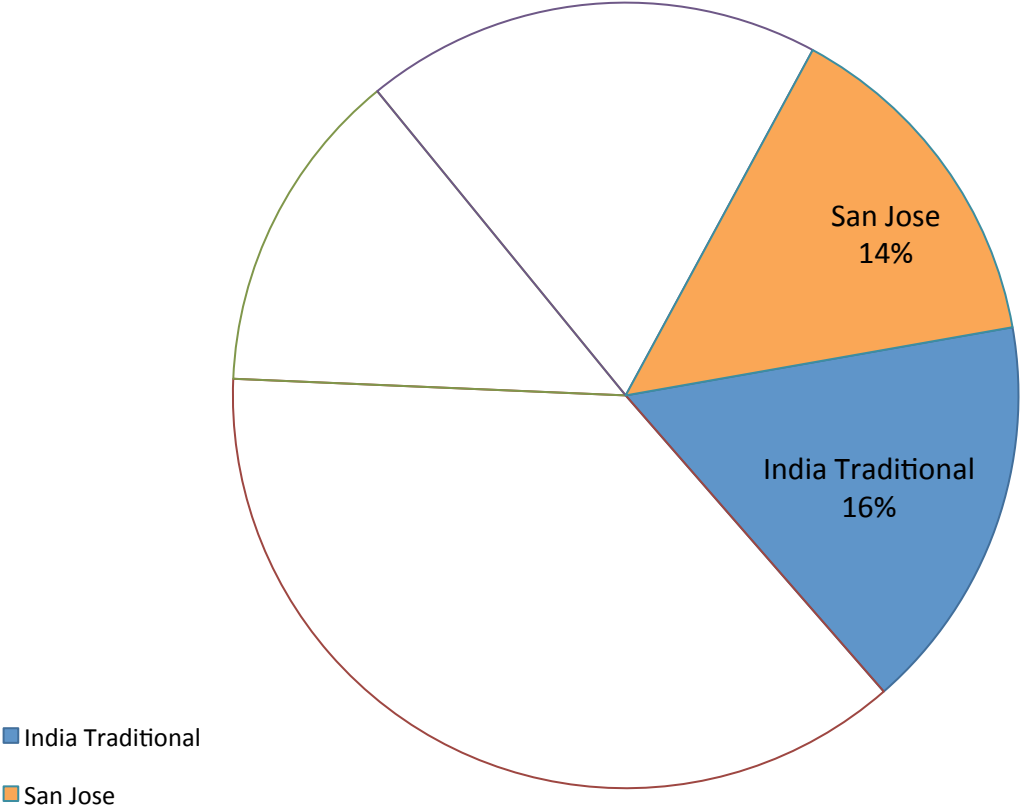
# Here's what we learned...

All CRFs during Q42013



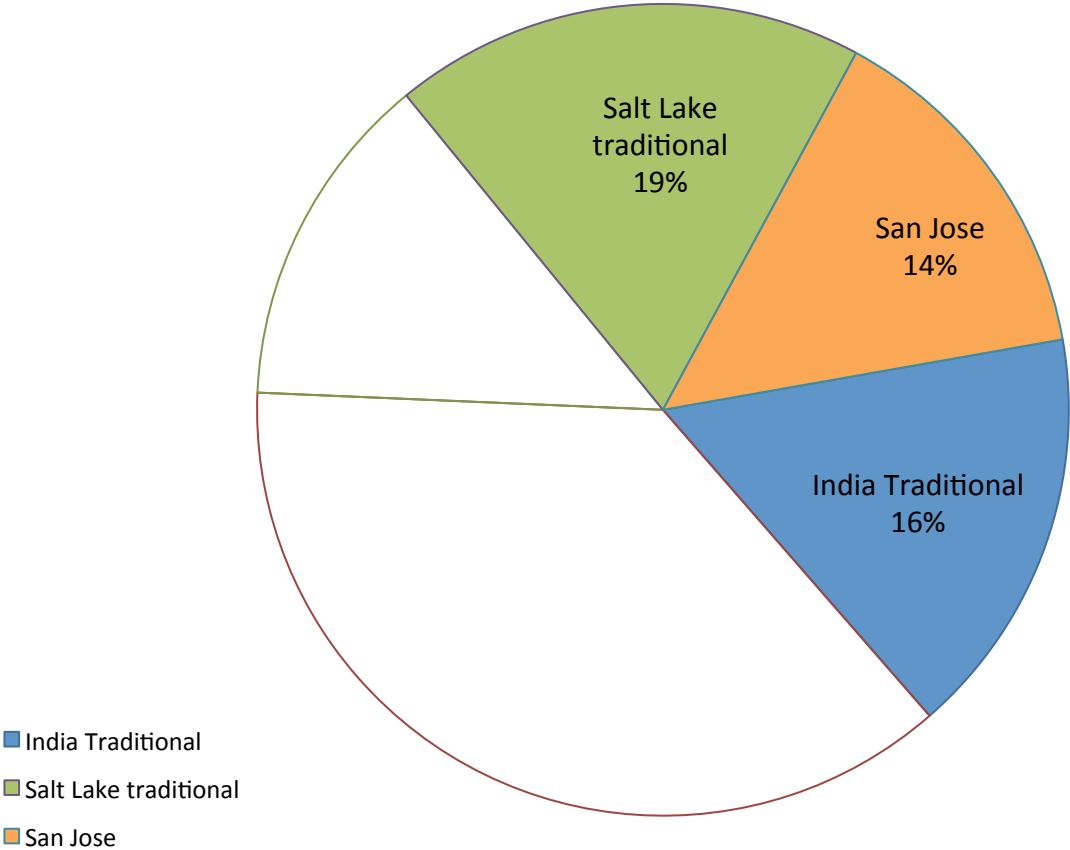
# Here's what we learned...

All CRFs during Q42013



# Here's what we learned...

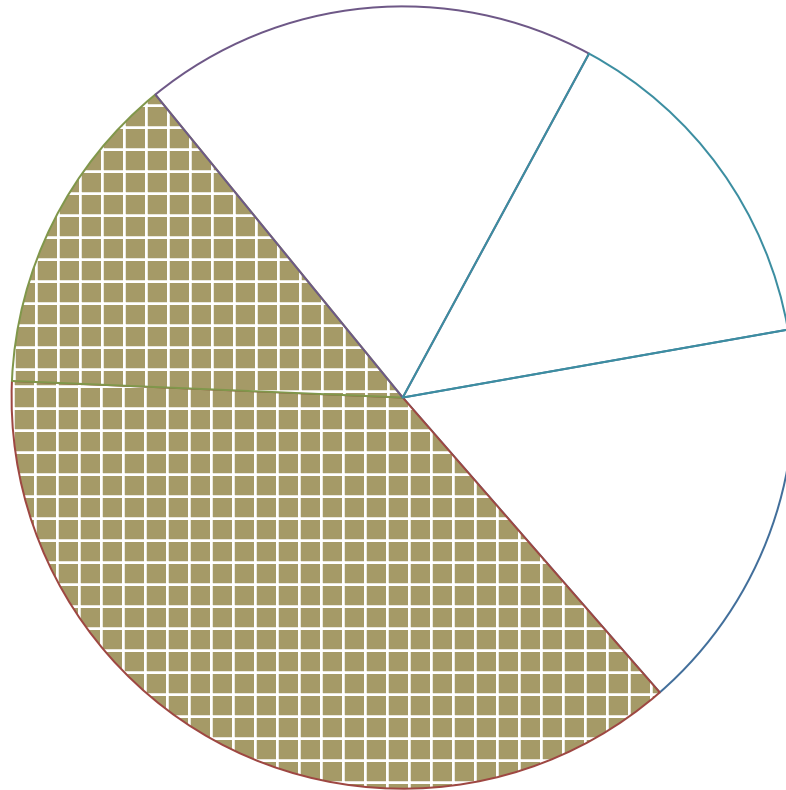
## All CRFs during Q42013





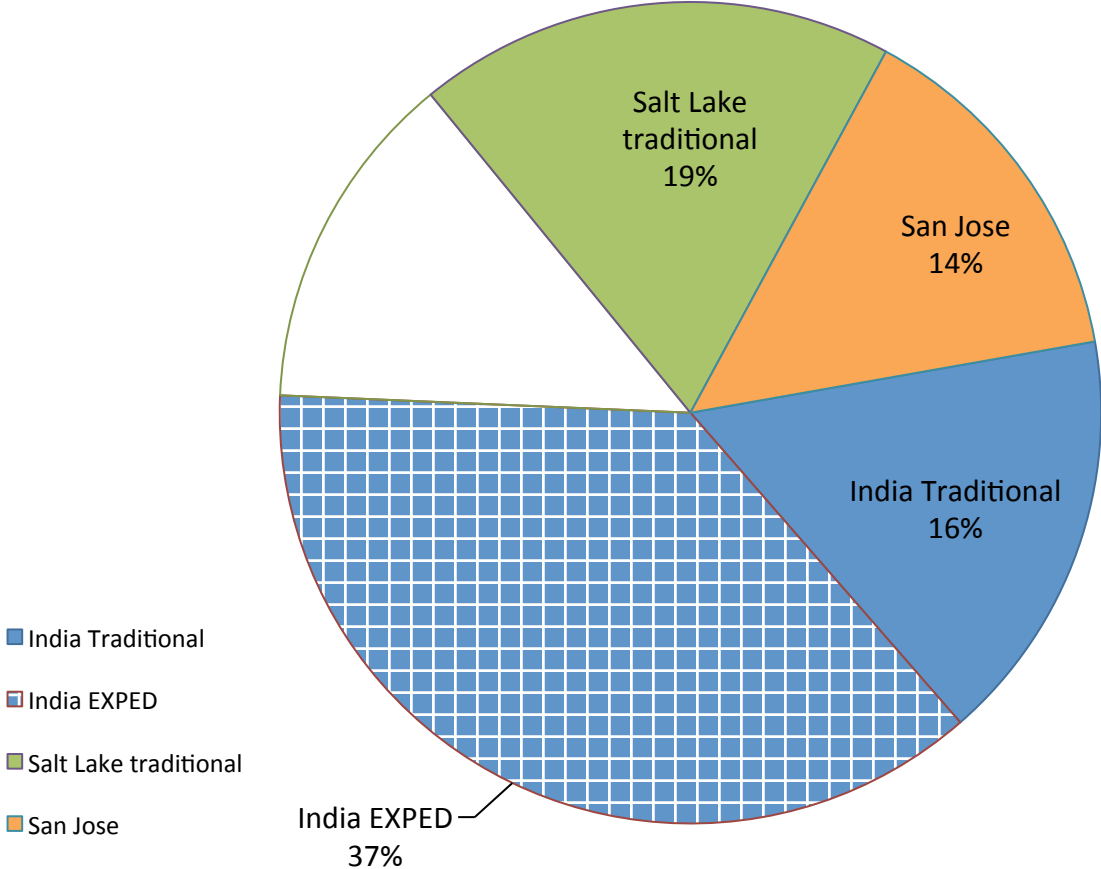
# Here's what we learned...

All CRFs during Q42013



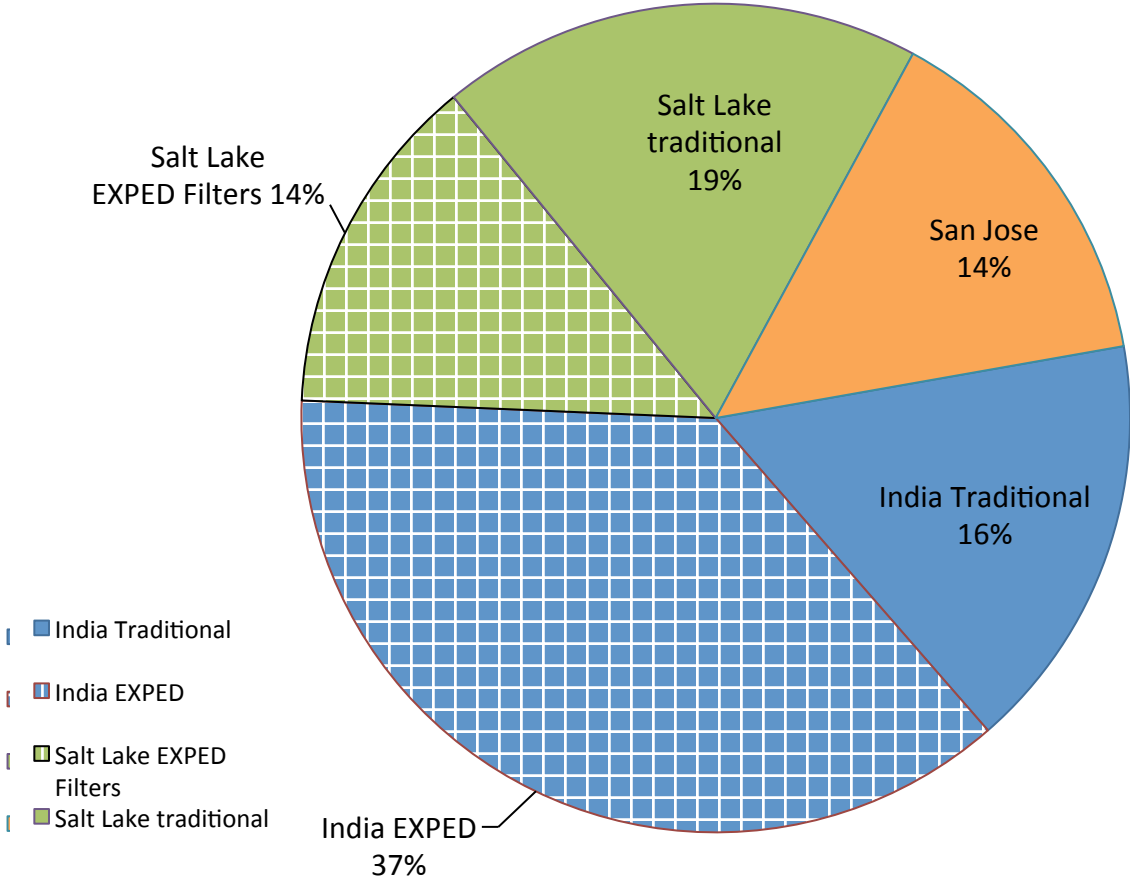
# Here's what we learned...

All CRFs during Q42013

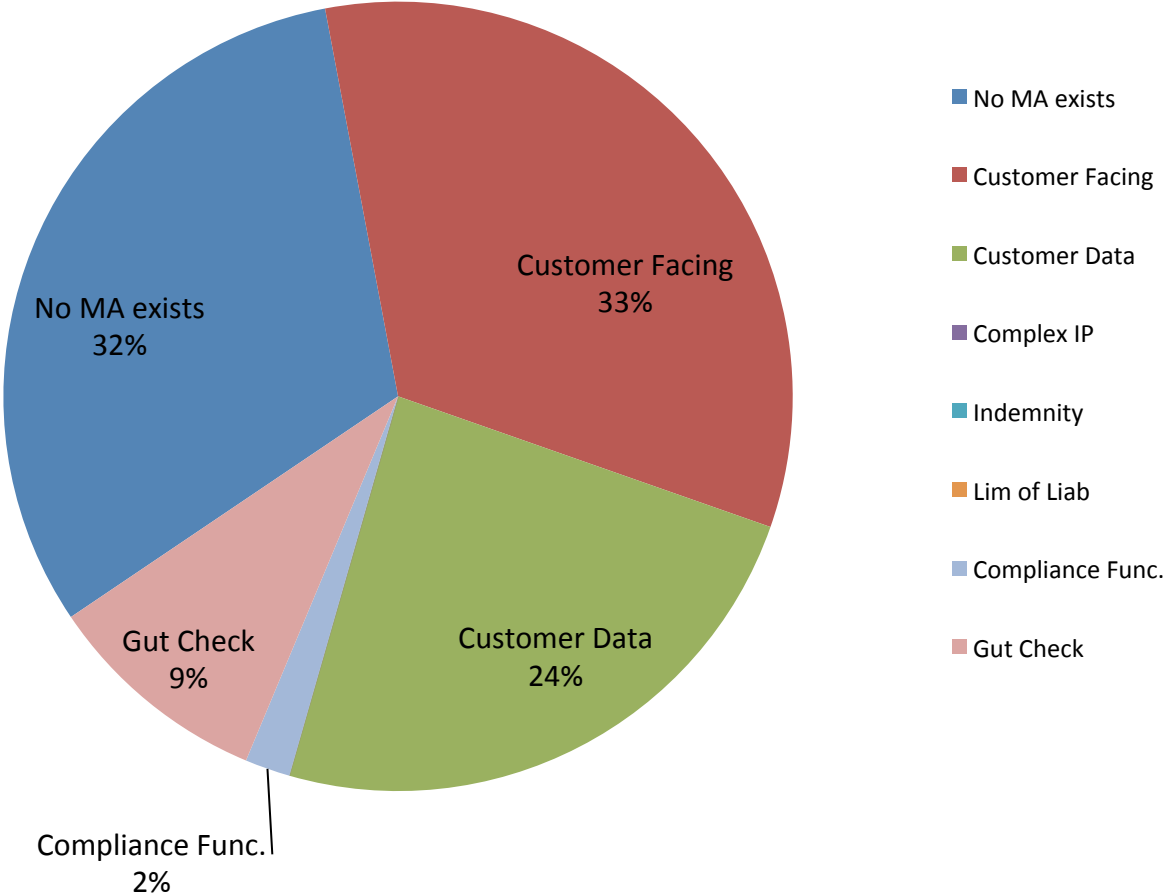


# Here's what we learned...

## All CRFs during Q42013



# What got caught in the filters?



Q&A

