

EPCA/ECR Excellence in Payments Innovation Awards 2008 Application Form

Company Name		
Nature of Business:		
Company Address:		
Name of Contact:		
Position Held:		
Telephone No:		
Fax No:		
email address:		
website address:		
1. Under which award category is your application being made? Please tick the relevant category (note: the final award category will be decided by the Awards Committee)		
• The most innovative Retail or Corporate Payments Product/Service launched during 2007	<input type="checkbox"/>	
• The most innovative and advanced Payments Software/Hardware Product launched during 2007	<input type="checkbox"/>	
• The most innovative and cost effective Payments Processing Solution launched during 2007	<input type="checkbox"/>	
• The most innovative and advanced Bank Retail or Corporate Solution launched during 2007	<input type="checkbox"/>	
2. Can you briefly summarise the target user/market and customer demand/need you believe your product has been designed to satisfy?		
3. Please give a good description of your product, attaching supplementary data, where relevant. Can your description cover the following headings?		
An overview of the product design		

Your perception of the degree of innovation your product delivers	
The extent to which the product is competitive and offers improvements in features over other comparable products	
The value for money offer the product offers	
The efficiency and cost saving benefits the product delivers	
The extent to which the product improves customer service and support	
The extent to which the product is easy to install and use and the extent of training offered	
4. Please provide below:	
A statement of the proposition made to your target customer	
A summary of the key product features and the benefits delivered to customers	
5. Please provide answers to the following:	
When was the product conceived?	
How many resource years went into the following? (Not mandatory)	
- marketing research	
- product development	
- IT development	
- testing and piloting	
- product marketing	
I confirm that the information provided for submission in to the EPCA/ECR awards process is accurate	

and is a true reflection of our Company's product.	
Signed:	Signed:
Position:	Position:
Date:	Date:
