



## Alliance Data Systems

### ■ Company Overview

For over twenty years, Alliance Data Systems has been developing solutions that help clients build lasting relationships with their customers. As one of the largest providers of transaction, credit and marketing services, Alliance Data Systems serves the retail, petroleum, utility, financial services and hospitality markets. Alliance Data Systems partners with its clients to help their business grow and improve business performance.

### ■ Business Challenge

Alliance Data Systems regularly engages with large enterprise customers to provide vendor selection services for large-scale technology initiatives. Alliance has a finely tuned process for helping its customers select the most appropriate vendor and software based upon the business requirements. After manually implementing this process many times over, Alliance concluded that automating the process and centralizing the information would provide tremendous efficiencies and value to customers.

Alliance developed a prototype concept for a vendor selection solution called "AllSource". While the prototype satisfied the core functional requirements, it became clear that the company needed to partner with an expert software development company in order to bring the idea to full fruition. After investigating several Microsoft-focused software development firms, Alliance Data Systems selected Northridge as its partner to design and develop the production version of AllSource.

### ■ Solution Approach

Northridge expanded on Alliance's design of the AllSource prototype and migrated from a classic "ASP" website framework to a more robust and scalable ASP.NET application. In addition, Northridge migrated the data store from a Microsoft Access database to a more robust SQL Server solution. Detailed and functional application screen designs were completed and application workflow was geared for a more technical user community.

The new version of AllSource has allowed Alliance to effortlessly add and manage new projects, including new questions and requirements to a tree-view structure, creating a full project tree of questions and requirements derived from a pre-existing template. In addition, Alliance personnel can easily set up internal users, client users, and vendor users with specific rights and privileges based upon the user's role in the engagement.

### ■ Results Delivered

AllSource has proven to be a measurable success for Alliance Data Systems and its customers. Alliance is able to deliver vendor selection engagements in a fashion that is clearly ahead of its competition. Its customers have secure access to the real-time solution and are provided with an array of reports to quickly ascertain the stage of the selection process and analyze the quality of the vendor responses.

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*We can't say enough about the work that Northridge delivered for us. Every aspect of the project, from user interface design to application functionality, met or exceeded our expectations. Hats off to the Northridge team for an exceptional project delivery.*

**Scott Burba**

Alliance Data Systems

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