

Driving Cross Functional Collaboration Through Effective Product Management

ProdConf 2018

Hello Braintree

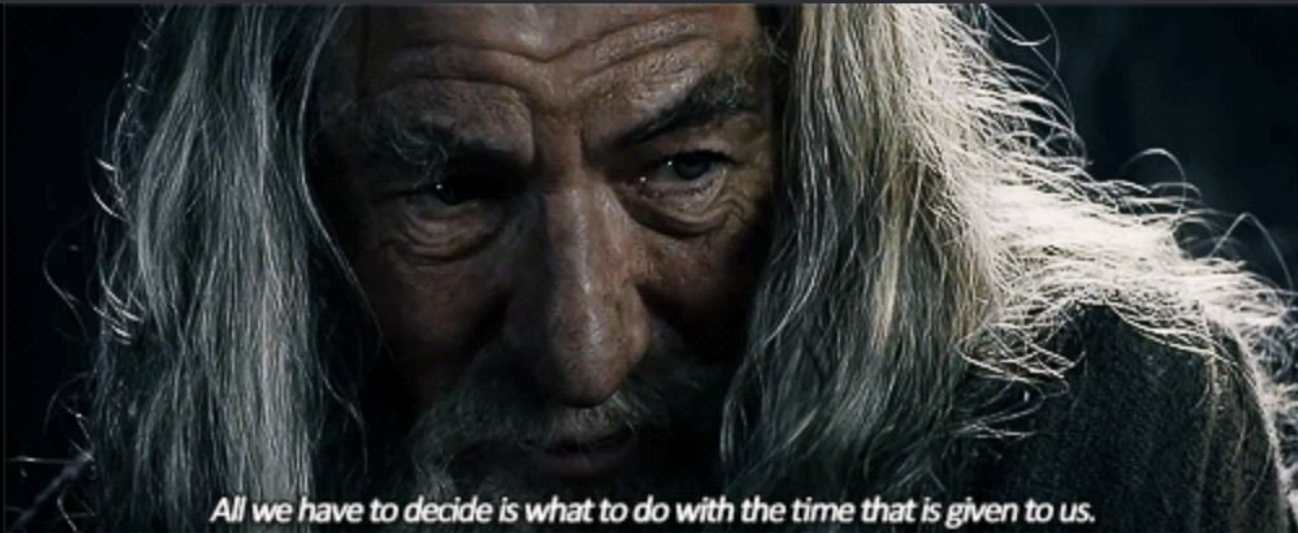
Goals

- Product Management
- Tools and Learnings



What do PMs Do

- Vision: The 'Why'
- Prioritize: The 'What'
- Plan: The 'When'



PMs are like Frodo Baggins



Cross Functional Initiative

Agenda

- What is K2
- Journey
 - Discovery
 - Structure
 - Deep Dive
 - Outcomes
 - Learnings
 - Execution
 - Wa-Agile
 - Multi-Tracking
 - Dependencies
 - Learnings

What is K2?

Components of K2

Optimizing the current Australia and New Zealand platform by

Braintree's processing under new V and MC acquiring BINs sponsored by NAB

New processor integration: OmniPay for both auth & capture.

BT Funding (New disbursement rails with NAB) & Pricing

Responsibility for creating merchant MID, Compliance Checks & Apply Queue

Disputes and chargeback responsibility

New reporting requirements: Including statements & existing merchant reporting
+ External reporting to 3rd Parties

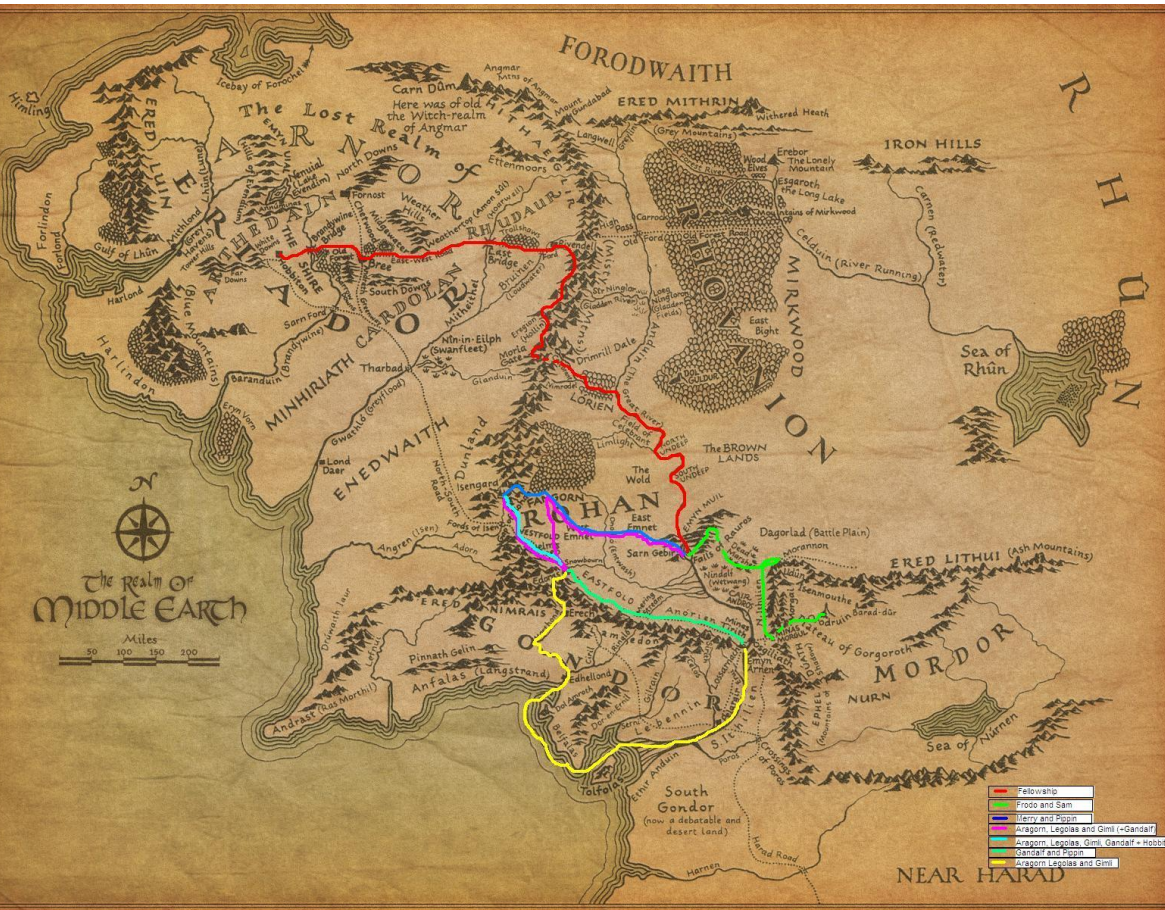
Journey... so far

Discovery

1. Structure
2. Process
3. Outcome
4. Learnings

Execution

- Wa-Agile
- Multi-Tracking
- Dependencies
- Learnings



Discovery

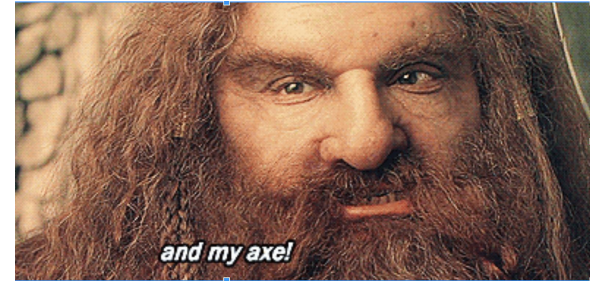
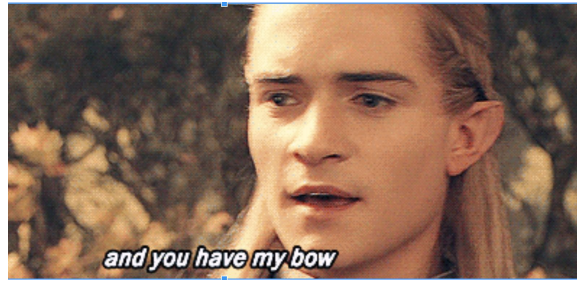
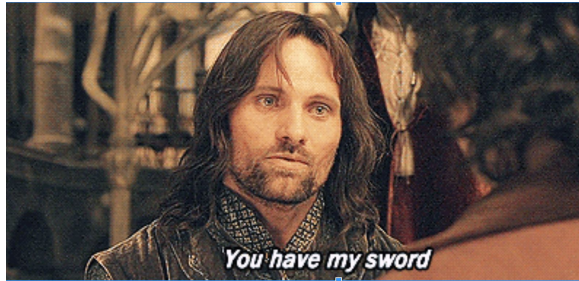
- Structure
- Process
- Outcome
- Learnings

Discovery: Structure

Fellowship is formed



Perspective and Strengths



Anchors

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Disputes and chargeback responsibility

New reporting requirements: Including statements & existing merchant reporting + External reporting to 3rd Parties

Anchor PMs

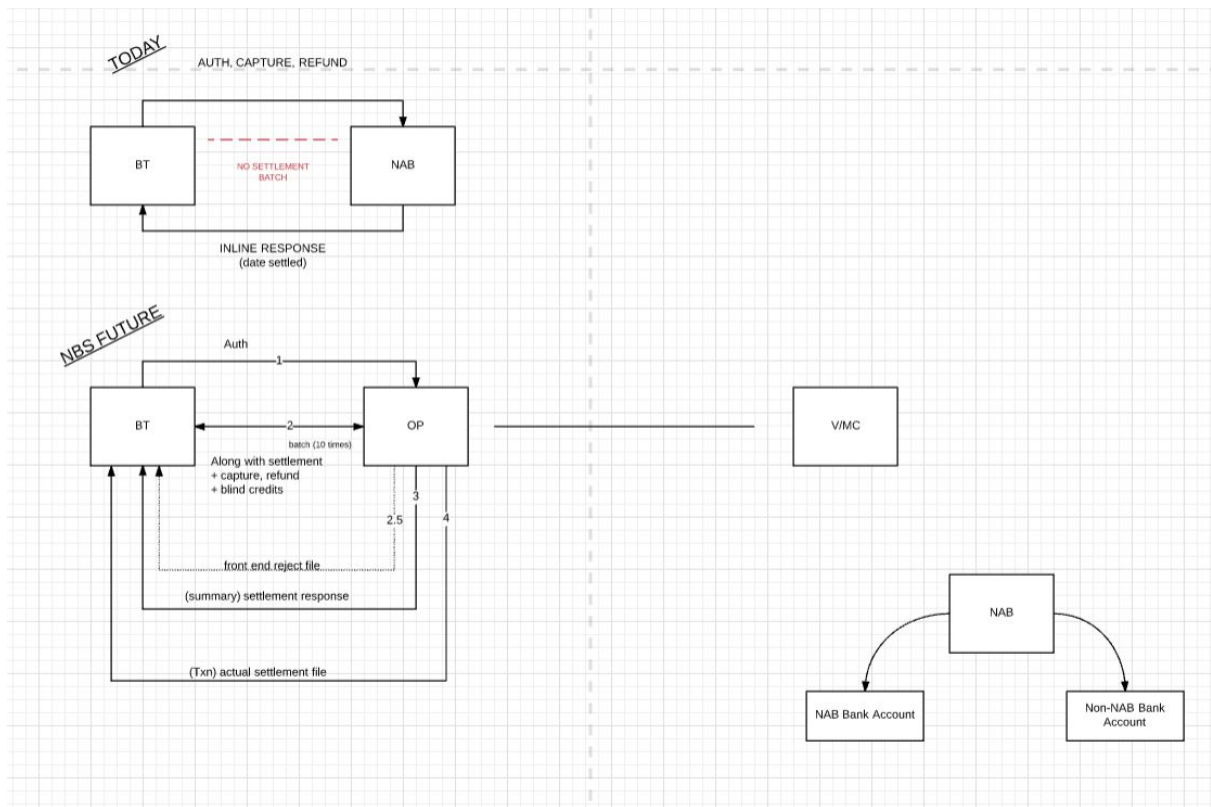
Cards	Braintree's processing under new V and MC acquiring BINs sponsored by NAB + New processor integration
Treasury	BT Funding (New disbursement rails with NAB) & Pricing
Onboarding	Responsibility for creating merchant MID, Compliance Checks & Apply Queue
Disputes	Disputes and chargeback responsibility
Merchant Reporting & Data	New reporting requirements: Including statements & existing merchant reporting + External reporting to 3rd Parties

Discovery: Process

Workshops



Early Version



More workshops



Discovery: Outcome

Outcome

- Shared context = Solid understanding of the problems to solve
- Early communication
- High level break down of the solution
 - Phased approach
 - Blueprint for what the different pieces of solution would be and commitment and ownership from different product teams

Discovery: Learning

Learnings

1. Form your core team early and make sure you have representatives from key areas
2. Early involvement of non product partners matters
3. Break down the problem and solution into smaller actionable chunks.

Execution

- Wa-Agile
- Multi-Tracking
- Dependencies
- Learnings

Wa-Agile



Multi-Tracking



Dependencies



Execution: Learning

Learnings

1. Set & get context with external partners & use empathy.
2. Plan iteratively and continuously. And scratch and re-make plans when things change.
3. Develop a shared understanding of dependencies and develop processes to share context.

Recap

Learnings

Discovery:

- Form a fellowship
- Involve non product stakeholders early
- Break down the solution into smaller manageable chunks

Execution

- In addition to internal partners, set & get context with external partners.
- Plan iteratively and continuously.
- Develop a shared understanding of dependencies and develop processes to share the context.

Thank You

& here is to The Return of Stable Processing in AU

