

**N
LEVEL
NEXT**



GETTING AHEAD OF THE CURVE

2015 DDI USER GROUP MEETING
MAY 19TH-20TH

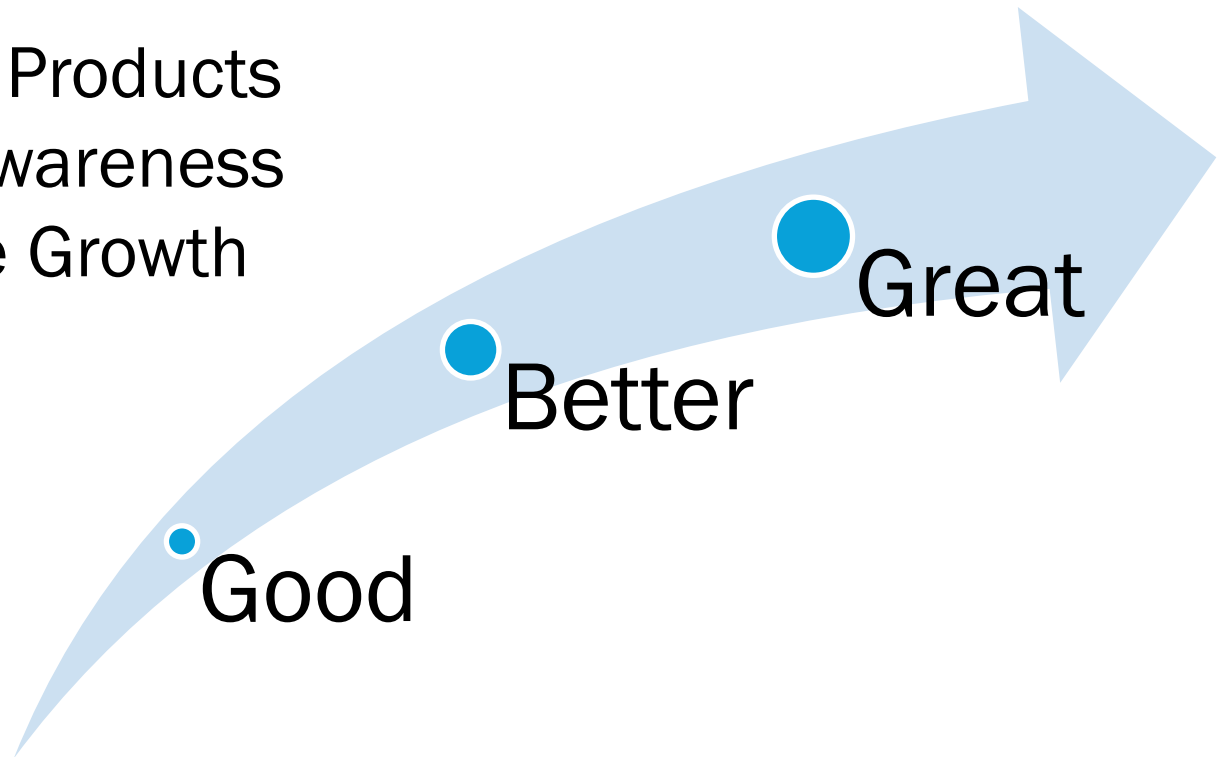


INTRODUCTION

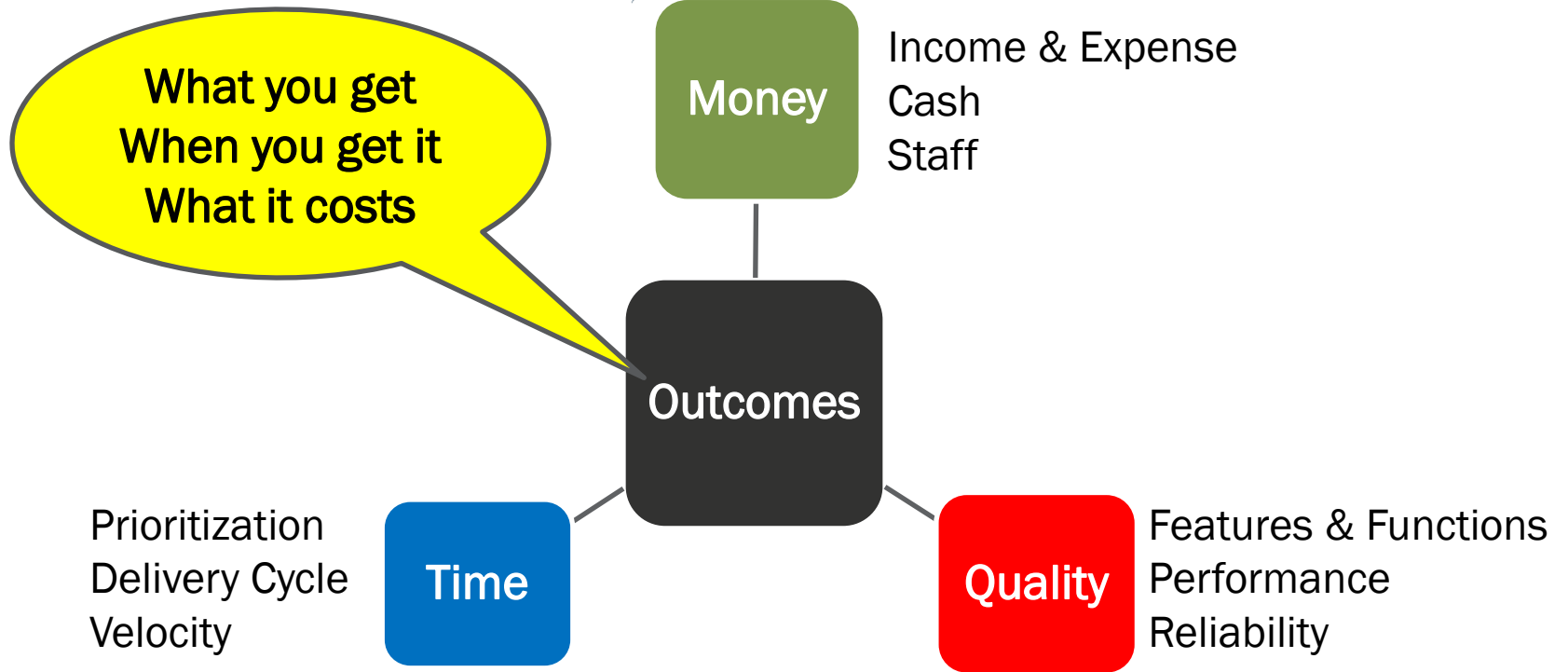
- All of us work hard to go beyond where we are today
- DDI has entered an exciting & new era but we have a long way to go
- Our partnership thrives on close collaboration
- Curves can be tricky to navigate
- We want to navigate to the next curve WITH you

THE **BIG** DDI CURVES

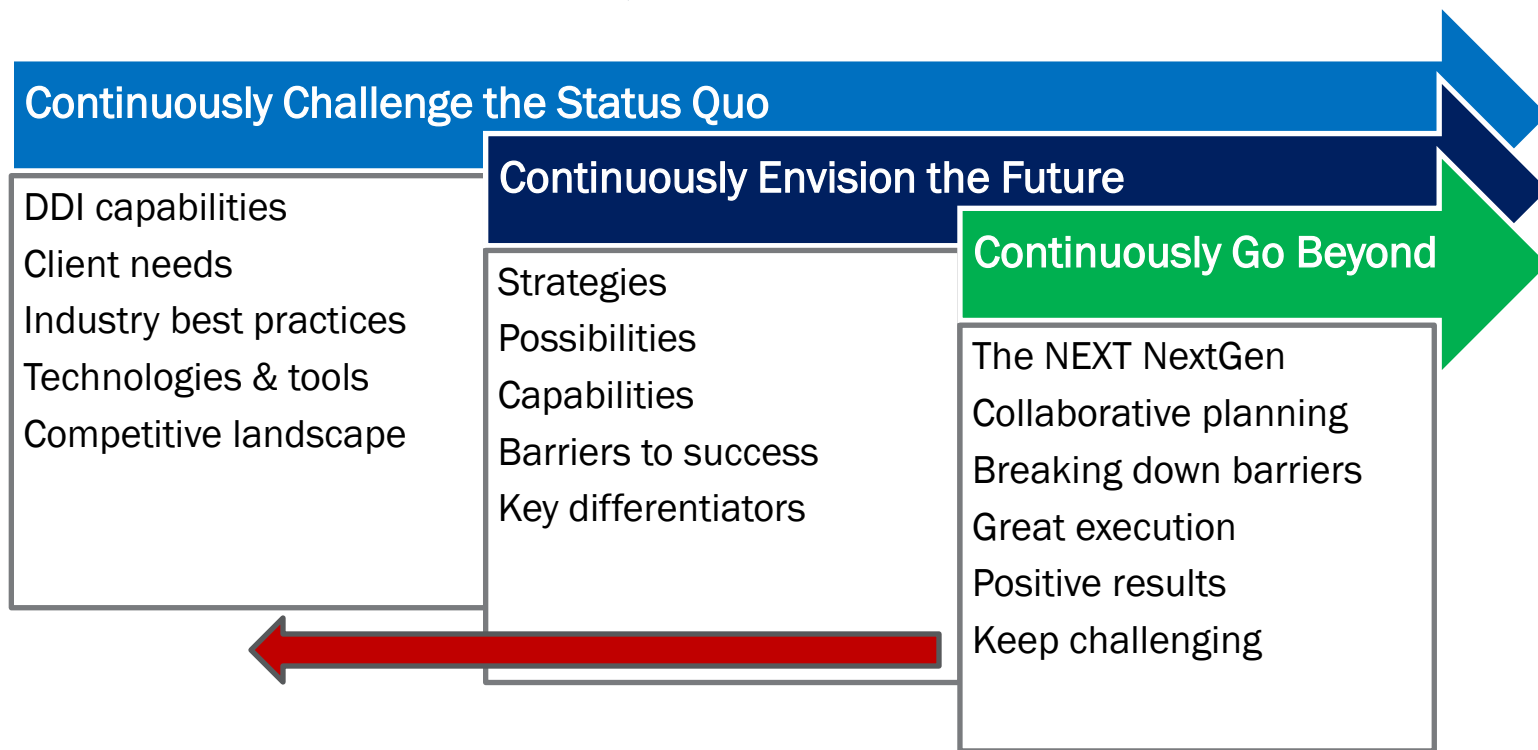
- Software Products
- Market Awareness
- Profitable Growth



BALANCING CONSTRAINTS

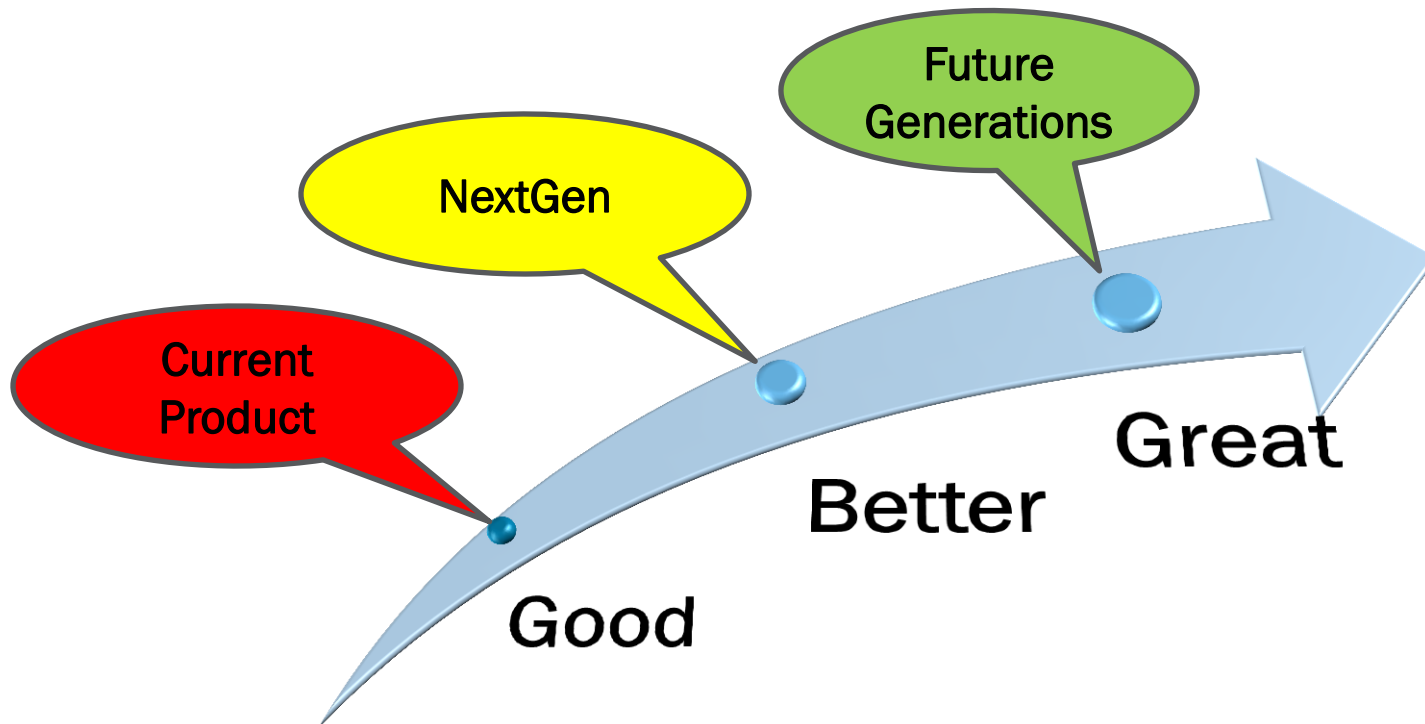


GETTING THERE TOGETHER



May 19-20, 2015

THE DDI-CONNECT™ CURVE



May 19-20, 2015

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2015 USER GROUP MEETING

THE DDI-CONNECT CURVE – WHAT WE'RE DOING

- **Significant research to determine the best technologies & tools**
- **Clear business goals & objectives**
 - ✓ Comprehensive program charter & plan
 - ✓ New approach
 - ✓ Cross-function team structures
 - ✓ Milestones & stage gates
- **Soliciting client feedback – Steering Committee**
- **Controlled release/rollout plan – organized by client(s)**
- **Launchpad for fast follow-on enhancements**

THE DDI-CONNECT CURVE – WHAT YOU CAN DO

- **Involve us in your planning process**
 - ✓ More than the periodic touchbase meetings
 - ✓ Tell us about your future needs or new regulations
 - ✓ Help us be less reactive
- **Get involved in the NextGen project**
 - ✓ Participate in the Steering Committee
 - ✓ Share information with colleagues
- **Limit DDI-Connect modification requests**
 - ✓ Critical and/or time-sensitive needs
 - ✓ Realistic priorities & need dates if you can't wait
 - ✓ Use enhancement requests instead RFCs when possible

THE MARKET AWARENESS CURVE



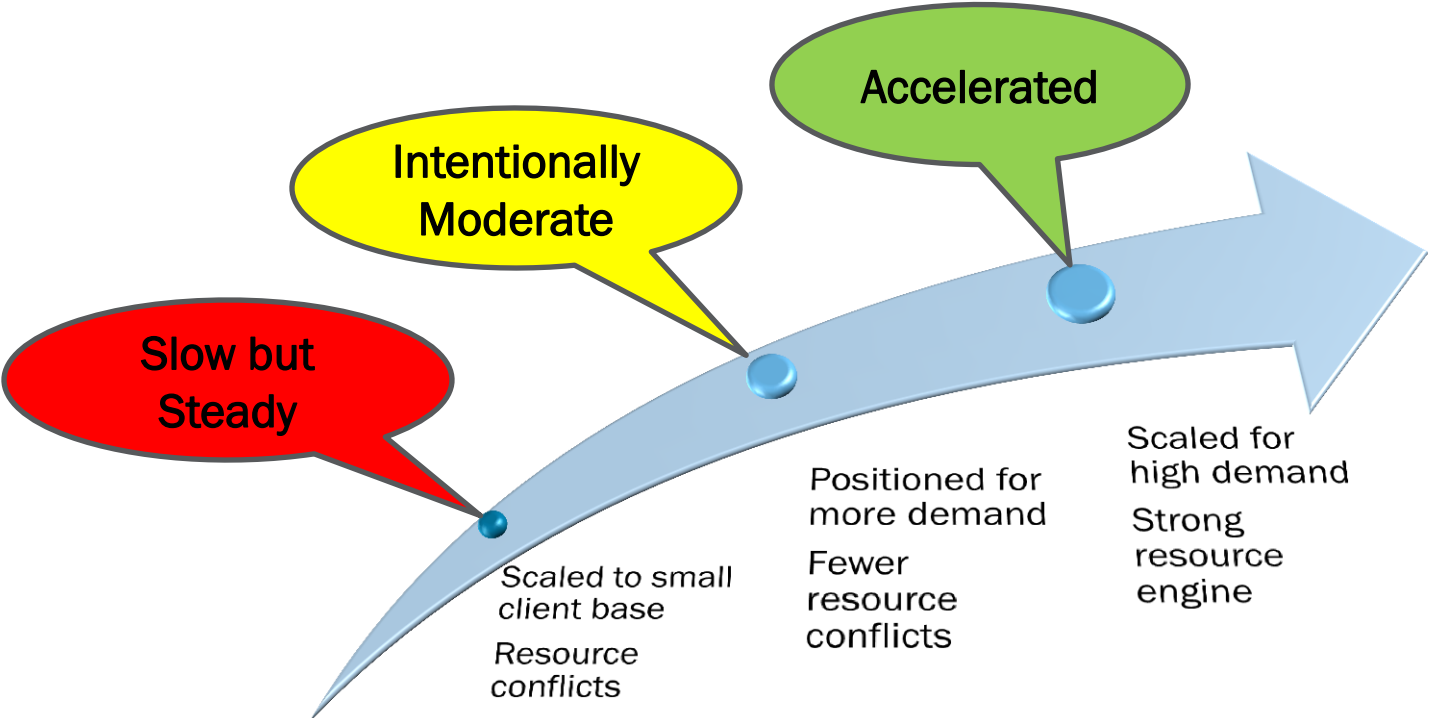
THE MARKET AWARENESS CURVE

- **Marketing strategy**
 - ✓ Branding & messaging
 - ✓ Stories, differentiators, case studies, etc.
- **Website design – coming soon**
 - ✓ Fresh content
 - ✓ Testimonials, videos, self-serve demos
 - ✓ Social media linkage
- **Targeted campaigns within our market space**
 - ✓ Church Extension Funds
 - ✓ Financial ministries
 - ✓ Relief & Development agencies
 - ✓ Advocacy groups

MARKET AWARENESS – WHAT YOU CAN DO

- **Share your story – with DDI & colleagues**
 - ✓ Why DDI?
 - ✓ How we support your ministry
- **Contribute to case studies**
 - ✓ Articles or white papers
 - ✓ Video testimonials
- **Tell us if & why you can't be a great reference**
 - ✓ We will respect your position
 - ✓ We genuinely want you to be delighted

THE GROWTH CURVE



GETTING AHEAD OF THE GROWTH CURVE

- **Steadily growing our client base**
 - ✓ 4 new clients in the last year & now at 18 church extension funds
 - ✓ Several prospects in the pipeline
- **Unique suite of products & services**
 - ✓ DDI-Connect, Online Web Services & Digital Dashboard
 - ✓ Lifetime support & maintenance
 - ✓ Custom modifications – rolled into standard product
 - ✓ Managed hosting
- **Proven implementation methodology**
 - ✓ Less labor intensive
 - ✓ Fewer modifications
 - ✓ Shorter onboarding cycle
- **Meet industry expectations**
 - ✓ SOC2 compliant for 5 consecutive years

REALITY CHECK

- **NextGen magnitude**
 - ✓ About 19,000 programs to migrate
 - ✓ New technology learning curve for staff
- **All resources (people & money) come from current year operations**
 - ✓ DDI cannot build reserves from prior year profits
- **Unpredictable client request demand pattern**
 - ✓ Limited ability to anticipate needs before they become critical
- **Status quo is not an option**
 - ✓ Clients deserve the very best
 - ✓ Competitive pressures are real
- **Moving from good to great is hard work but worth it**

Good is the enemy of great

Jim Collins / Voltaire

Being great is what we really want

Great Partner

Great People

Great Products & Services

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Discussion, Questions, Comments



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