



BankWorld ATM

Revolutionise your interaction with customers at the ATM.



There are 1.5 million ATMs deployed around the world today and this figure is forecast to reach 2 million by 2011 according to Retail Banking Research. With 63% of all bank customer transactions taking place via the ATM, the ATM is one of the most fundamental and important of all channels for customers.

It is time that ATMs evolve from being simply a mechanism for cash withdrawal to become an integral part of the customer's communication with the bank. In order to minimise costs and to ensure that the ATM channel remains self

sufficient, it is becoming increasingly important to offer a broader transaction set via the ATM.

With the advent of new Windows based software combined with any ATM hardware, banks can now offer revenue generating facilities such as mobile top-up and bill payment as well as provide a vehicle for targeted third party and own products and services advertising.

CR2's BankWorld ATM has revolutionised the way that a financial institution interacts with its customer at the ATM.

CR2's industry leading solution creates new opportunities for your bank to optimise the services you offer to customers. BankWorld ATM enables your bank for the first time, to create, manage and deliver targeted products, services, and branding as well as tailored messages to customers via the ATM, pending customer profile segment.

BankWorld is an integrated Self Service Banking Platform which empowers BankWorld ATM to co-operate more effectively with other key channels and enables your bank to deliver best of breed self service banking. Despite its modern design, BankWorld is already a proven solution used by over 100 banks across 70 countries and 4 continents for the management and delivery of banking services via the ATM channel.

CR2's ATM banking software comprises four elements required for the successful delivery of targeted and relevant ATM offerings, as well as optimum management of the ATM channel.

BANKWORLD ATM CONTROLLER

BankWorld ATM Controller is the network controller for configuration, monitoring, automated notifications, diagnostics and management of ATMs. It is targeted at networks of between 150 and 10,000 ATMs, and deploys on cheap to deploy Windows servers.

BANKWORLD ATM CLIENT

BankWorld ATM Client is a browser based application that resides on each ATM. It is rich in functionality and very flexible with a modern graphical interface which offers multimedia facilities.

BANKWORLD ATM DISTRIBUTOR

BankWorld ATM Distributor is the software distribution tool used for remote management and updating of ATM software. It also enables new applications, graphics, sound files and video to be distributed to ATMs, for example to download new corporate logos or advertising images to the ATM network during re-branding campaigns.

BANKWORLD ATM STUDIO

BankWorld Studio is a feature-rich content management tool which assists banks to easily design and rapidly deploy personalised branding to their ATM network. It enables a bank's marketing team for the first time to easily create branding for the ATM and deploy it without relying on the assistance of their IT department.

BankWorld ATM is a highly scalable self service channel with the flexibility to drive deployments from 1 to 10,000's ATMs.

BankWorld ATM is ...

- Multi-lingual
- Multi-currency
- Multi-acquirer
- Multi-issuer

BankWorld ATM can be deployed as a stand-alone solution or as a fully integrated delivery channel in a multichannel banking environment.

BankWorld Product Suite also includes:

- Internet
- Mobile
- Kiosk
- POS
- IVR

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www.cr2.com



BankWorld ATM

BankWorld ATM for the first time enables your bank to bring a personalised banking experience direct to the ATM.

BankWorld ATM for the first time enables your bank to treat each card holder as an individual rather than simply as another cash transaction. BankWorld ATM is rich in functionality and very flexible with a modern graphical interface which offers multimedia facilities.

In addition BankWorld Product Factory, an integral component of CR2's industry leading solution enables you to configure and parameterise new product offerings targeted at segmented customer groups. Using BankWorld Studio branding for these products can be easily created and rapidly deployed to your ATM network.



Create branding for your ATM easily with BankWorld ATM Studio.

Deploy branding quickly across your ATM network.

BankWorld is used by more than 126 banks across 4 continents:

- ANZ
- Barclays
- Standard Bank
- Standard Chartered Bank
- Diamond Bank
- Bank Muscat
- Capital Bank
- National Bank of Abu Dhabi

BankWorld ATM Benefits

- Significantly increase revenue through targeted product and service delivery
- Increase your customer base by targeting non-clients at your ATM
- Improve customer loyalty by providing a personalised customer experience at your ATM
- Extend your brand via your ATM network

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CR2's Integrated Self Service Platform

BankWorld delivers a complete suite of electronic channels including Internet, ATM, Mobile, Kiosk, POS and IVR from a single integrated platform. BankWorld's integration across channels will enable your bank to increase revenue through targeted product and service delivery at every point of customer contact. In addition, BankWorld will enable your bank to significantly extend brand awareness by deploying a consistent "look and feel" across channels.

