

DIEBOLD NIXDORF PERSPECTIVE

How to remove complexity to maximize inherent value

By Octavio Marquez, SVP and Managing Director, Global Banking, Diebold Nixdorf

What does it mean to be a financial institution (FI) today? The definition is changing, as new players enter the market and disruptive technologies emerge. If you're anything like the FI executives I speak with on a regular basis, you're also reflecting on what it means to be a bank in this day and age – and what you can do to stay ahead of the curve.

Cultivate your modern-day digital/physical connection point

Every FI is different, but one common driver is the need to develop a strategic roadmap for self-service – and it's particularly critical in a post-COVID world. The self-service channel, and especially the ATM, has proven to be a crucial tool in engaging consumers and offering them better access to banking tools. Self-service can be a direct link to enhancing the customer experience while reducing the costs of delivering financial services.

This channel is more vital – and more complex – than ever before. Optimising its success and profitability requires mastery over 12 pillars – areas of expertise that each require a specific set of resource capacity, expertise and sophisticated tools, and which come at a very high cost when managed in-house. Often, FIs focus their resources on a few pillars they feel are most important, accepting that they won't be in full control. They simply won't be able to optimise every single pillar, which means they won't be able to optimally balance the resources they have invested and the return on that investment. It's a strategy that leads to unnecessary risk as well as missed opportunities.

At Diebold Nixdorf, our goal is to ensure each of our clients adopts the right strategy to ensure they fully seize emerging opportunities and proactively shift priorities for the future of banking. As world leaders in the fintech space, we're deeply engaged in understanding FIs' pain points, from everyday

challenges to the most strategic opportunities in the global and local marketplace. We offer expertise across all 12 pillars and maintain best-in-class practices to manage them in a seamless and efficient manner.

Harness a collaborative, flexible partnership wherever and whenever you need it

Our experts can help your organisation fully unpack the levers and opportunities within the self-service channel to define and execute a winning, future-proof strategy. That knowledge has been compiled and distilled down into our latest comprehensive guide, *Self-Service Channel Management*. Designed to help your executive team navigate the details of each pillar, the guide demystifies the challenges and opportunities that each one represents, and explores how your organisation can position itself to have full control while optimising efficiencies and resources. The guide also includes inspiring, real-life examples of leading FIs that have implemented game-changing approaches to their self-service channels, becoming more agile and accelerating their speed to market with consumer-focused innovations that have driven growth. The guide takes a deeper look at how they're accessing the latest technologies, including artificial intelligence, to ensure their network is high-performing, secure, compliant and future-proof, while enjoying an optimised total cost of ownership and increased profitability.

Access the guide at [DieboldNixdorf.com/ManagedServices](https://www.dieboldnixdorf.com/ManagedServices) and share the link with your colleagues – collective knowledge is always the first step to success. Wherever you are around the world, there is a local team of DN experts ready to support your organisation's unique goals. Contact us today to share your thoughts and ideas and let us discuss more deeply with you how your organisation can seize the self-service channel opportunity while removing the complexity. ■



Octavio Marquez
Diebold Nixdorf

Optimising self-service success and profitability requires mastery over 12 pillars

