

Banking Automation **BULLETIN**



Transforming the branch for modernised consumer needs

What is the future for ATMaaS?

A shift in focus to SMBs offers opportunity for PSPs

Brazilian neobanks face new regulatory challenges

Embedded finance - how traditional banks can succeed in the new value chain

Country profile: Switzerland

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What is the future for ATMaaS?

How should banks provide ATM access to their customers, and for those that currently own and manage their own ATM estates, do traditional ownership models still make sense?

Historically ATMs were a greater differentiator

between banks than they are today, and this combined with ATMs being a key customer channel meant most banks owned and managed their own machines.

Today ATMs remain a core channel, but with transaction volumes declining in many markets, banks are asking themselves whether there are alternative options for providing ATMs to customers in ways that maintain or improve customer service at lower and/or more predictable cost.

In a number of countries, ATM pooling has emerged as a way of achieving these objectives, but another trend that is developing is that of ATM-as-a-service (ATMaaS). As we discuss in our feature on ATMaaS this month (see pages 9-10), there is no shortage of companies getting in on the act – most notably ATM hardware and software suppliers, independent ATM deployers and cash-in-transit firms.

At one level this is semantics – ATM outsourcing is nothing new, and managed service offerings, which are more comprehensive than specific outsourcing agreements, have been around for a long time. It is not just the language that has changed however – there appears to be a more concerted effort by providers to promote ATMaaS and greater interest from banks in what ATMaaS brings.

Ironically ATM pooling may have accelerated this trend because ATM pools usually engage partners on ATMaaS type arrangements, and for banks in countries that do not have pools, or who do not want to join existing or proposed pools, the pressure to rethink the ATM business model has only increased.

Whether banks should ever have owned and managed their own ATMs is a question for debate, but with increasingly complex and evolving technology, there has never been a better time for letting specialist firms play this role; almost every aspect of ATM provision, from leveraging the latest software to maximising uptime and managing compliance, can benefit from such providers.

It is tempting to be cynical about any business that tries to jump on the as-a-service bandwagon, but in the case of ATMs that would probably be a mistake.

Dominic Hirsch, Editor

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Printed and electronic (1-5 users) £1,500

Printed and electronic (6+ users) £3,000

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ISSN 1748-5304

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393 Richmond Road
London TW1 2EF, United Kingdom

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