

Susquehanna Bancshares Selects Wincor Nixdorf as Total Banking Solutions Provider

Wincor Nixdorf is now the only ATM vendor installed at all Susquehanna branches

Who: Susquehanna is a financial services holding company operating in multiple states, with assets of \$8.3 billion. Headquartered in Lititz, PA, the company provides financial services through its subsidiaries at 167 branch locations in the mid-Atlantic region. In addition to its three commercial banks, Susquehanna operates a trust and investment company, an asset management company, an insurance brokerage and employee benefits company, a commercial leasing company and a vehicle leasing company.

The Challenge: Susquehanna was looking for an IT partner who could replace its entire ATM fleet, upgrade its software with multi-vendor monitoring and management as well as CRM solutions, and provide first and second-line maintenance services.

The Solution: Susquehanna has deployed Wincor Nixdorf ProCash® ATMs, Windows®-based ProCash DDC multi-vendor software, and ProView® monitoring and management software. Susquehanna has also deployed Wincor Nixdorf's ProCash DDC web-enabled software with web extensions and ProSales® CRM software solution.

The Results: Because of the successful deployment, Wincor Nixdorf is now the only ATM vendor installed at all Susquehanna branches. "With Wincor Nixdorf, we are now able to focus even more on our customers while still being able to reduce costs," said Steven Stoner, vice president, director of systems support and EFT services, Susquehanna Bancshares, Inc.

Wincor Nixdorf has finished deployment and replacement of all 170 ATMs in Susquehanna's fleet, including full-function interior, through-the-wall, and drive-up ATMs as well as cash dispensers. "We are also excited to announce that Wincor Nixdorf has finished deployment of its ProCash DDC multi-vendor software solution, and

ProView monitoring and management solution for Susquehanna's entire ATM fleet, and has recently finished a pilot of Wincor Nixdorf's ProCash DDC web-enabled software with web extensions," said Bill Waugh, vice president of engineering, Wincor Nixdorf USA.

Additionally, Wincor Nixdorf will manage monthly operating system updates, and will monitor Susquehanna's software inventory on the ATMs via its version control system.

Below is a summary of the hardware, software and services that Wincor Nixdorf has deployed or is piloting at Susquehanna:

Hardware

- ProCash 1500xe — A compact indoor cash dispenser designed as a branch lobby system or for retail installations.
- ProCash 2100xe — An indoor ATM that can be freestanding, built-in or through-the-wall.
- ProCash 2150xe — An indoor and outdoor system that offers a full-service package for through-the-wall installations, designed for reliability and durability in severe outdoor conditions and ideal for 1-to-1 marketing at the ATM.
- ProCash 2250xe — A full-function, drive-up ATM.
- ProCash 2350xe — A full-function, free-standing island drive-up ATM.

ProCash DDC

ProCash DDC multi-vendor software solutions (with web extensions) allow Wincor Nixdorf software to run on other brands of ATMs. The multi-vendor platform will provide Susquehanna with greatly improved user interface capabilities and the ability to integrate new transactions at the ATM in the future, including 1-to-1 marketing, payments, and other transactions that are now only available via tellers at the branch.



Susquehanna has deployed Wincor Nixdorf hardware, software and services at all 167 branches.

Susquehanna



Wincor Nixdorf's ProSales CRM software allows Susquehanna to make direct, personalized contact with customers at the ATM.



Wincor Nixdorf will provide first and second-line maintenance services for Susquehanna's entire fleet of ATMs.

ProView

An innovative ATM monitoring and management tool, Wincor Nixdorf's ProView software allows Susquehanna to automatically monitor its entire network around the clock, and provides the bank with a single point of software distribution for updates, instead of depending on costly on-site visits by technicians. Susquehanna will utilize ProView for remote content/application updates, allowing them to deploy new advertising campaigns quickly and cost effectively.

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Voice Guidance

Total ADA (Americans with Disabilities Act) compliance is implemented within the Susquehanna ATM application using digital "text-to-speech" technology. This includes audio prompts/walk-throughs for each screen in the application, and all required PIN pad-based navigation (e.g. replay, skip, tutorials, etc). This applies to all static screens in the application as well as "dynamic" screens that may come directly from the host during a transaction.

Wincor Nixdorf eServices®

Wincor Nixdorf was also chosen to provide both first and second-line maintenance services for Susquehanna's entire fleet of ATMs. Wincor Nixdorf's own field service engineers (FEs) will provide all services and will carry only certified Wincor Nixdorf parts. The FEs will have access to additional local parts depots in the Susquehanna vicinities as backup supplies. Wincor Nixdorf's global eServices Platform allows Susquehanna to electronically create service tickets as well as monitor the progress through complete ticket closure. Susquehanna will also be able to customize its own online service performance reports via Wincor Nixdorf's iSupport® Web-based solution.

ProSales CRM Software

Wincor Nixdorf is currently working with Susquehanna to roll out Wincor Nixdorf's ProSales CRM software solution. ProSales will give Susquehanna the ability to make direct, personalized contact with customers at the ATM, including advertisements, messages, surveys or other information. With ProSales, the customer's response is delivered directly to the marketing system and acts as the link between a bank's existing CRM system and its ATM network —

allowing Susquehanna to generate revenue with third-party advertising, reduce advertising costs, and increase customer loyalty through personalized marketing and sales campaigns. ProSales also allows Susquehanna to offer customer account preferences, such as selection of "usual transaction" dollar amounts, language preference, choice of printing of receipts, and choice of card return sequence.

The ProSales project will first target all Susquehanna customers, followed by targeted campaigns to non-customers.

Wincor Nixdorf is also working with Susquehanna to utilize ProSales to broadcast advertising campaigns of the bank's services and products to customers via large flat screens in Susquehanna's branches. The browser-based ProSales solution will be centralized at the ProSales server, which will then send the information (advertisements) to the flat screens in the branches. "The ProSales project is very exciting for Susquehanna because it will allow us to find out what is most important to our customers and immediately meets those needs," said Stoner.

"With Wincor Nixdorf, Susquehanna is now able to provide reliable, innovative ATM solutions with a lower total cost of ownership," Stoner continued.

"Susquehanna is one of the first companies of its size to prepare its entire ATM fleet for the new regulations that are required of all financial institutions, in order to begin the migration towards more functionality at the ATM," said Julia Waugh, director of marketing, Wincor Nixdorf USA. "Wincor Nixdorf is pleased to be Susquehanna's total banking solutions provider. Susquehanna is setting the standard for financial institutions of its size."