



BW-Bank extends PC /E deployment

Baden-Württembergische Bank (BW-Bank), a Landesbank Baden-Württemberg (LBBW) subsidiary, is set to deploy software from Wincor Nixdorf's ProClassic/Enterprise Retail Banking Solution Suite (PC/E) in the front-office operations of its 200 branches. The bank also plans to roll out new software that will enable personalized offers tailored to customers' individual needs via its self-service, online banking and telephone banking channels.

Since 2003, BW-Bank has been running PC/E technology on 330 account service terminals, called AccountManagers. In 2006, the bank decided to extend its use of PC/E to include management of its automated teller safes. Now Wincor Nixdorf has won an order to expand the existing installation to emulate front-office processes at the 200 BW-Bank branches with PC/E. By 2010, the bank plans to replace an in-house solution with PC/E Teller Operations software to handle processes such as teller account management and current, savings and securities account transactions.

The software was tested prior to decision-making. During the test, current account transactions were handled via PC/E at two BW-Bank

branches. Staff from Wincor Nixdorf's Banking Consulting unit tweaked the solution to bring it into line with the bank's special needs, provided on-site support, and integrated the solution in the bank's application environment.

The use of standard software means that the bank will be able to make changes due to new regulations or processes much faster than before. Customers will not notice any difference, receiving the same high-quality service at the same speed as before.

Toward the end of the year, BW-Bank will start piloting Wincor Nixdorf's one-to-one marketing software, PC/E Direct Marketing. The software will allow the bank to establish contact with customers across all service channels, using data from the bank's CRM system to personalize contacts. The first step will be to integrate the self-service, online banking and telephone banking channels. The implementation follows an earlier deployment of a direct marketing solution: In 2006, the bank launched its self-service channel based on the predecessor product, PC/E Advertising, which met with a highly positive response from its customers.

Contract from Oldenburgische Landesbank to operate more than 200 self-service systems at its Allianz Bank branches

The agreement will run for a term of four years. Initially, it covered migration of a section of the self-service systems from Dresdner Bank, formerly a member of Allianz Group, to the new Allianz agency bank. Following successful migration in June 2009, Wincor Nixdorf is now providing services that range from conventional hardware maintenance to monitoring and administration of more than 80 ATMs and more than 130 statement printers. The aim is to optimize business process costs in the bank agencies and improve customer satisfaction with

self-service systems that offer maximum availability.

In its role as service provider, Wincor Nixdorf was responsible to date for self-service systems at the former Dresdner Bank and is, at the same time, longstanding partner to Oldenburgische Landesbank AG in the area of self-service systems, solutions and services. The IT company is managing not only self-service system rollout and migration for Allianz Bank but also its terminal software. Additionally, Wincor Nixdorf has assumed responsibility for help desk functions and self-service system administration. All systems are linked remotely to Wincor Nixdorf's system management center, which performs 24/7 real-time monitoring – including prompt trouble ticketing and remote maintenance.

report

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Wincor Nixdorf International GmbH, Paderborn
Corporate Communications

Organizational and editorial coordination:

Ulrich Nolte, Pia-Maria Gömer, Claudia Wendorf-Goerge

Telephone: +49 (0) 52 51-6 93 52 11

Telefax: +49 (0) 52 51-6 93 52 22

Paderborn.

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Authors:

John Blau, Düsseldorf;

Walter Klötters, Erkrath;

Klaus Manz, Weilerswist;

Heide Skudelny, Leinfelden-Echterdingen.

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Hans-H. Beier, beierkonzeption, Bielefeld.

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