

Cash management, handling to be focus of Wincor World '10

by [Tracy Kitten](#) * • 30 Dec 2009



The economic downturn won't impact attendance, but it has affected focus at the upcoming Wincor World fair in Paderborn, Germany. That's the message Uwe Krause, the head of marketing for event host [Wincor Nixdorf AG](#), shared with ATMmarketplace.com. Wincor Nixdorf says it expects about 30 of its corporate partners, including big names like Microsoft, Sun Microsystems and Cisco, to demonstrate Wincor solutions for retail and banking at the event.

"Our new cash-cycle-management solution will be the focal point of this year's Wincor World," Krause said. "We also have some other cash-related solutions that we are showcasing, such as our cross-border cashless payments, which we are providing and demonstrating with a few partners this year."

Wincor Nixdorf's cross-border payments platform will be demonstrated on the ProClassic/Enterprise platform, a Windows-based open architecture platform, for payments to and from several countries within Europe.

In his November commentary, "Optimization of cash in the branch, at the ATM cuts costs," Krause wrote: "The current crisis has further enhanced the focus that business organizations have always placed on cutting costs and raising efficiency. This naturally also applies to banks, which are increasingly opting to automate their processes and, in their search for additional savings potential, need support from professional IT providers. Optimized management of cash streams based on end-to-end cash cycle management makes it possible for financial institutions to reduce costs and improve transparency and security over the long term — especially if cash cycles are analyzed across banking and retail sectors."

A bit of a switch this year is the union of retail and banking solutions. Retail and banking will be displayed together, with cash and automation solutions for banking and retailer highlighted together — further blurring the lines that divide the needs of retailers and bankers.

"We see a strong need for cash-cycle management across both banking and retail, and so this year we are offering the strongest focus we ever have on cash management," Krause said.

Cash management also will dominate discussion in the so-called "keynote arena," where industry leaders from Barclaycard in England, ING in the Netherlands, UBI Banca in Italy, IKEA in the United States and Landesbank Baden-Württemberg of Germany will speak about their cash-handling within bank and retail environments.

Other highlights

- ProTec Security, which includes anti-skimming solutions as well as those designed to thwart physical attacks on ATMs, within branches, etc.
- [Win@branch](#) and [Win@store](#), which each respectively showcase complete and automated branch and retail environments, will be shown together this year for the first time.

- And managed services, which includes everything for managed services within a branch, a store, a managed IT environment or a managed security setting, also will be displayed.

“On our e-services platform, we are showcasing additional functionality, and we are moving more to our e-services platform, where devices and new functionalities and higher capabilities are concerned,” Krause said. “The complete store is process- and solutions-driven. Everything is solutions based.”

The TP.net suite, which now includes new functions and solutions for initiatives such as customer loyalty programs, will be geared more toward retailers, while the PC/E retail banking suite, which has new offerings for the mobile and teller channels, will be geared more toward bankers.

Wincor World runs Jan. 26 through Jan. 28 in Paderborn, Germany. For more information, visit [Wincor Nixdorf's Web site](#).