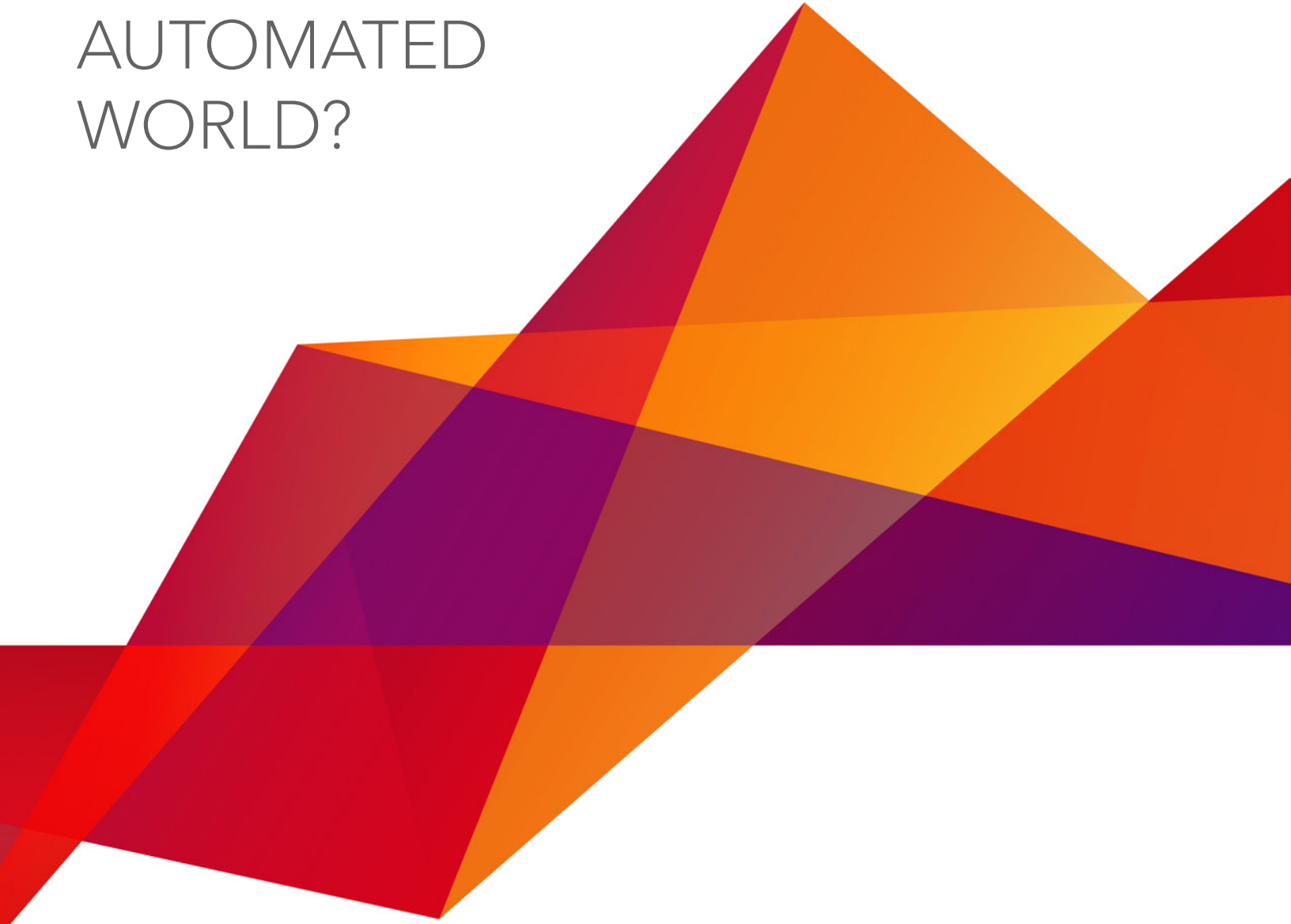




# HOW DO YOU GROW REVENUE IN AN INCREASINGLY AUTOMATED WORLD?

An abstract graphic composed of several overlapping, semi-transparent triangles in shades of red, orange, and purple. The triangles are arranged in a way that creates a sense of depth and movement, with some pointing upwards and others downwards. The colors are vibrant and the overall effect is modern and dynamic.

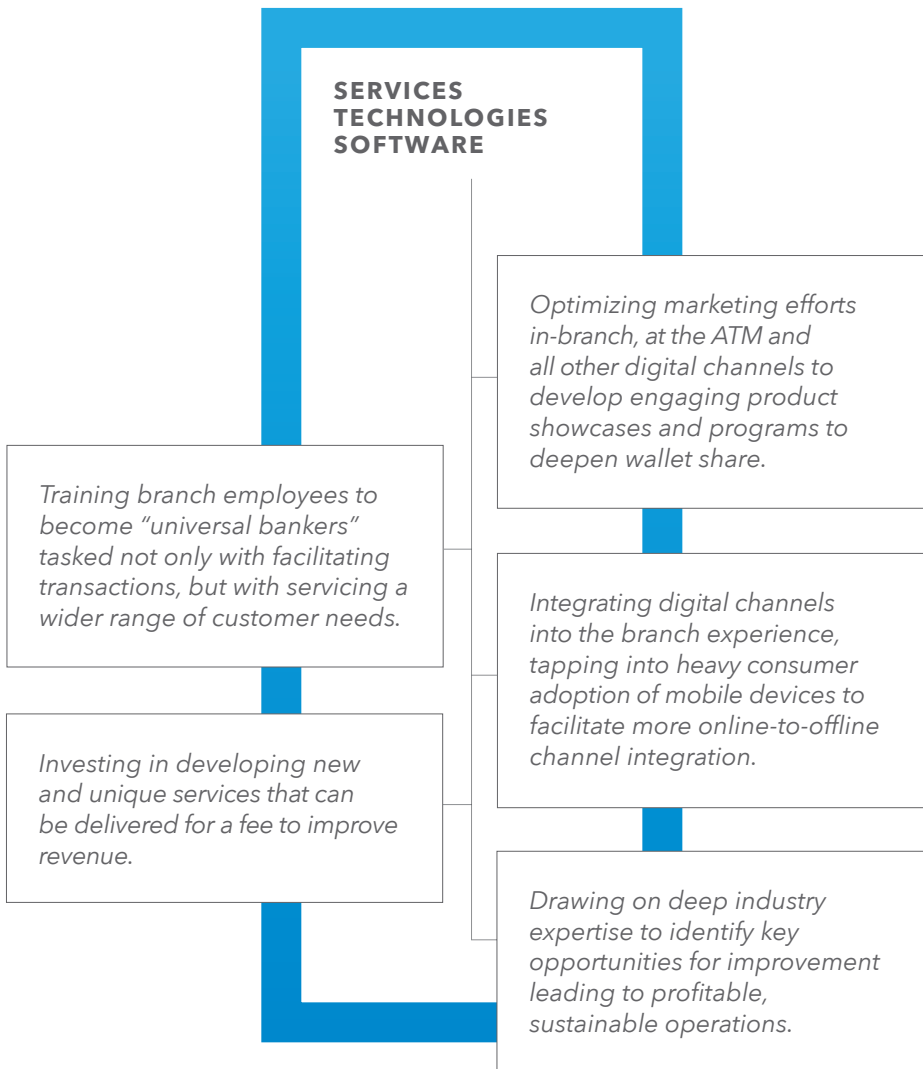
Revenue goals are harder than ever to hit today with fewer revenue-generating opportunities, new non-bank competitors, and changing use patterns and preferences. Yes, financial institutions can make great strides toward a less-costly branch network through solutions like automation. But to boost profitability via revenue generation, much more is needed. We believe the answer involves understanding your best customers, and building stronger relationships with them to increase retention and ultimately wallet share.

**We've got a solve for that.™**

# SETTING THE STAGE FOR REVENUE GROWTH

Creating conditions for greater revenue growth requires a tailored combination of operational changes and technology integration. Diebold’s approach draws from advisory services, technologies and software to help you attack the revenue challenge from all angles.

Our strategies include:



## BRINGING IT ALL TOGETHER FOR GROWTH

Creating conditions for greater revenue growth takes a tailored combination of operational changes and technology integration. Diebold delivers answers via three over-arching solution sets:

**Advisory services** draw on deep expertise and experience assisting financial institutions worldwide to prescribe strategies and solutions to make operations more profitable.

**Personnel Transformation** arms financial institutions with the tools they need to free branch staff members from conducting routine transactions and back-office work, so they can focus on building relationships and selling products.

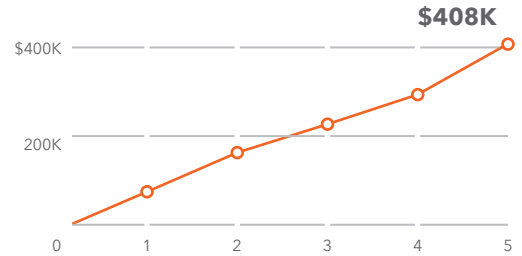
**Technology** that enables marketing options at self-service devices, and offers in-branch solutions for facilitating and strengthening customer relationships.

## CASE STUDIES

Financial institutions utilizing Diebold products and services are able to free their branch personnel for what they're best at: Forging stronger relationships with their customers to better support their revenue-generation goals.



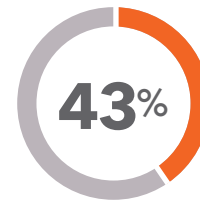
1st United Services Credit Union utilized Diebold deposit-automation technology and Integrated Services offerings to free tellers to focus on revenue-generating duties and drive migration to the self-service channel. The result? An expected operating profit of \$408,622 over five years across their 10 branches, and a total projected savings of \$1,537,955 over the course of five years.



**Profit Outlook**  
\$408K in per-branch operating profit over 5 years



AmeriCU sought to avoid having customers wait in teller lines. Working with Diebold, they integrated several banking channels that were available 24/7, including kiosks, mobile applications, P2P and bill payment platforms, and online banking. This resulted in a 43 percent increase in automated transactions, making branch staff available to foster relationships instead of handling routine transactions.



43% increase in automated transactions frees employees for revenue-generation activities



Wescom Credit Union installed new Diebold deposit-automation enabled ATMs with a virtual on-screen "hostess" named Elizabeth who welcomed users and interacted with them throughout the transaction. The result was a substantial increase in transactions at the ATM, which enabled branch personnel to focus on revenue-generating tasks.



**Diebold Opteva® 760 ATMs** enhance the self-service experience for more than 200,000 members in Southern California



We've got a solve for that.™

