

Delivering Actionable Intelligence from Data Across Multiple Sources



Analysts predict that by 2020, the world will have 44 zettabytes of data¹, roughly the equivalent to the storage space on 176 billion computers. There are (only) 7.5 billion people on earth. That's a lot of data. And big data is only going to get bigger. This large influx of data from multiple disparate sources poses a challenge for many organizations.

Both financial institutions and retailers have invested heavily in their different channels (branch, store, self-service, online and mobile) and judge performance by looking at data in separate, siloed dashboards. With this limited approach, organizations are only seeing a small piece of a much bigger picture, making it nearly impossible to drive more personalized and seamless consumer experiences across channels.

Getting actionable insights from the data is hard—and that's where Vynamic Insights comes in. The Vynamic Insights suite is a powerful engine designed to help you transform all that data into a big world of opportunities. The real value comes from the ability to make sense of internal, public and proprietary data to deliver actionable insights, arming you with the knowledge you need to make informed decisions. By providing meaningful observations regarding the consumer experience, channel and cross channel interactions, Vynamic Insights can guide decisions that truly impact the bottom line. Vynamic Insights bridges the gap between the information that you already have, and the insights you could be using to drive efficiencies, grow revenue and rethink the way your organization functions.

¹ "Big Data: 20 Mind-Boggling Facts Everyone Must Read," Forbes

BIG PICTURE THINKING

Dynamic Insights is purpose-built to manage data from multiple sources, different channels and across departments within an organization. Compared to general purpose solutions that start from scratch, our expertise in the financial and retail environments, along with domain-specific analytical models, ensures we can deliver the most relevant insights on your business-critical use-cases.

- Discover the areas in your network that are primed for self-service migration.
- Get a 360° view across channels (including at the application level) to pull insights that can help optimize processes and workflow.
- Understand patterns in consumer behavior at the aggregate and the individual levels, to help drive more targeted marketing and enhance customer service.
- Identify branches, stores, and touchpoints that are underperforming, with the context to help drive action plans.
- Define a roadmap for network planning based on analytical tools that look both backward and forward.

INSIGHTS OVER REPORTING

Reports offer a digestible presentation of the specific data a team, department or stakeholder is most interested in. Dynamic Insights has the capability to sort through disparate reports and analyses to deliver insights and recommendations for future action.

- Take advantage of a cloud-based, agnostic solution that delivers holistic, omnichannel intelligence we can help you turn into action items, in partnership with our Advisory Services team.
- Use predictive capabilities based on domain-specific analytical models.
- Make data-driven decisions with confidence.

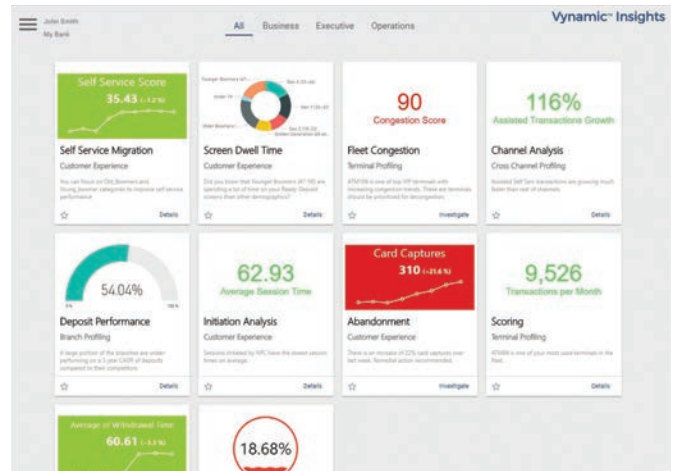
CAPABILITIES

When you choose Diebold Nixdorf, you get the benefit of the most comprehensive, end-to-end capabilities available in the marketplace. We've developed solutions that solve specific needs for our customers, and Vynamic Insights is layered over top of them to provide a big-picture view of key insights. Our Advisory Services team adds the final piece of the puzzle, offering customized, in-depth analysis and industry-leading consultation.

- See more with flexible, multi-vendor data ingestion services that are independent of specific products or solutions.
- Power insights with a prediction engine built on AI and Machine Learning.
- Trust that data is secure with petabyte-scale storage (a "data lake") and processing capabilities.
- Take on as much or as little of the process as desired, with self-service and embedded visualization capabilities included.

WHAT IS DN VYNAMIC?

DN Vynamic is the first end-to-end connected commerce software portfolio in the marketplace. Traversing mobile, ATM, POS, branch, kiosk, and online, DN Vynamic is a system of consumer engagement powered by data and analytics and is cloud/SAAS ready when you are. Built to enable the connectivity businesses of the future require, DN Vynamic extends beyond omnichannel to enable banks and retailers to create seamless, secure, personal connections across the digital and physical channels of today and tomorrow.



Card highlighting key insights from reports and data customized for the user.

Self Service Migration



Drill through detailed reports for interactive analysis.

