

## COMPREHENSIVE SERVICES

### CONTENT DELIVERY LOCATION BASED CONTENT/VARY

Content Delivery Service is an ATM screen and promotion content management solution for Diebold Nixdorf ATMs. The Service provides Client with the ability to optimize their ATM performance through custom screen design, ATM advertising and marketing, couponing, and consumer personalization. The Service is available at several Service options at different rates. These allow a Client to:

- Send Welcome, Please wait and Thank you screens to their ATMs
- Design dynamic Theme screens for the consumers at their ATMs
- Advertise a variety of products and/or services by providing the means to present marketing Campaigns that appear at the ATM screen when a consumer uses the ATM
- Print coupons with the ATM receipt to advertise additional services and promotions in conjunction with marketing Campaigns
- Allow consumers to select from various options that will provide personalized ATM screens to consumers on future visits

#### STANDARD FEATURES

Client supplied content can VARY among ATMS in the Client / Financial Institution fleet.

This option allows for the presentation of enhanced consumer screens and functionality on the Client's ATM network. Content delivery to ATMs, consisting of multiple custom Welcome screens, Themes and Campaigns, allow Clients to create a unifying design that recurs throughout the screen sequences. The Theme corresponds to the custom graphical appearance of the Client's ATM screens. It includes custom Please Wait and Thank You screens as well as special screen components which create a consistent look for transaction-based screens. When a consumer attempts a transaction, the screen will be displayed on the ATM with the Client's special images overlaying the text-based screens provided by the ATM driving host or network to create custom graphical ATM output screens. The Campaign provides an additional marketing message displayed prior to the Please Wait screen and includes the ability to print a thermal ATM consumer coupon to further enforce the marketing message. It can be a single static screen or an interactive Campaign that asks consumers a question and collects their responses. Responses to Campaigns are collected by the Diebold Nixdorf Content Delivery system and provided to the Client in reports available through Diebold Nixdorf's web-based reporting system.

All screens may be displayed based on the ATM location or ATM grouping or delivery list allowing Client to display different Welcomes, Themes, and/or Campaigns for an ATM or group of ATMs.

This option includes one set of Location Based Welcome, Theme (including Please Wait and Thank You) and Campaign for up to two ATM Groups or two Delivery Lists for a total of 2 unique screen sets.

- The Welcome – 1 Set for each ATM Group or Delivery List which may be comprised of up to 10 rotating screens in English Only
- The Theme consists of:
  - Please Wait – Up to two (One for each ATM Group or Delivery List) in English Only
  - Thank You – Up to two (One for each ATM Group or Delivery List) in English Only

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- Graphical screen components that the Client may use to build enhanced consumer screens from text screens provided by the ATM driving host or network - Up to two (One for each ATM Group or Delivery List)
  - Left and right screen headers
  - Screen background image
  - Screen button
  - Text box
- Campaign – The Client will receive up to two Campaigns for each ATM Group or Delivery List.
- Coupon – One for each Campaign, optional – No Receipt Logos
- Default Screens – Diebold Nixdorf will not charge additionally for default screens as long as substitutions of content / screens are not done on a frequent basis (interval of every 4-6 months is considered acceptable).
  - **Default Screen Example/Definition:** A default Theme or Campaign displays to a consumer at the ATM when the Campaign Office server is unable to locate a Theme or Campaign that has been assigned to that consumer (i.e. No segment based assignment has been specified for that consumer and/or no location based assignment has been specified for that ATM)

Changes are usually not required at the ATM driving host or network legacy connection to display Client's screens.

### HOW IT WORKS

Diebold Nixdorf manages the remote download and display configuration and operations. The Client provides the graphic content for the screens and coupons along with the definition of how and when the screens should be delivered and displayed. Connectivity is required between the ATMs and Diebold Nixdorf's network.

Diebold Nixdorf's local screen change (LSC) software must be licensed with the agent software as service items in order to provide HTML content for dynamic screens such as the dollar entry screens.

#### The program consists of:

- Initial setup (One-time)
- Website access for view and retrieval of reports
- Client Services and Help Desk support
- Continuing service for replacement of Client's content and EDC/EJ Retrieval

The Content Delivery Service allows for the replacement of Client provided content once per calendar month. Depending on the option purchased, this can include a change on a once per quarter basis to each of the applicable Screens and/or coupon(s) content.

### REPORTING AND WEBSITE ACCESS

Reporting is available to help the Client analyze performance, pinpoint problem areas and review current content assignments for all options other than the Introductory Screens ALL or VARY options. Diebold Nixdorf Content Delivery reports are provided via SERAS, the Services Electronic Reporting Access System, which is a secure, Internet-accessible reporting system. Reports are available for 90 days and include:

- ATM Master List
- Status of Content Delivery
- Content Assigned to ATMs
- Campaign Response Report
- Most Frequently Used BINs

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### IMPLEMENTATION PROJECT - DIEBOLD NIXDORF RESPONSIBILITIES

- a. Configuring the System for the option(s) contracted for
  - Define Client ATMs in the Diebold Nixdorf Content Delivery System
  - Validate that Content Delivery can connect to each ATM
  - Collect Client screens and download requirements from Client and SE where applicable
  - Configure the general parameters of the Content Delivery system to deliver the content as required
- b. Connectivity support and certification.
- c. Engaging Professional Services for ATM Agent configuration, verification and Client training
- d. Coordinate implementation and validation testing of system configuration on first ATM with Diebold Nixdorf SE and/or Client where applicable
- e. Scheduling the Diebold Nixdorf technicians for site visits to configure the ATMs as required
- f. Configuring the SERAS Web Portal for Client access
- g. Establish screen change schedule plans as appropriate

### IMPLEMENTATION PROJECT - CLIENT RESPONSIBILITIES

- a. If frame circuit is required, Frame circuit order form (street address, zip code, and site location phone number, IT contact name).
- b. If co-managed VPN, required network/communication information to establish communication between the Client's network and Diebold Nixdorf.
- c. IP addresses of current ATM network.
- d. Design of all ATM screen and coupon content and procuring all rights and authorizations necessary for use of content.
- e. Provide a minimum of 1 set of graphics as defined in the option purchased.
- f. If additional languages are purchased, provide the equivalent of the English screens for each purchased language.
- g. Provide distribution information for up to 2 ATM groups or delivery lists (by ATM location) and schedule
- h. Provide final approval of the brand image and screen display at the ATM
- i. Assist Diebold Nixdorf with acquiring ATM states and screen files from 3<sup>rd</sup> Party Processor or Network.
- j. Assist Diebold Nixdorf with any host/network content issues.
- k. Perform standard ATM transactions and review for accuracy.
- l. Provide personnel to be trained in an environment away from their normal duties.
  - Training schedules must be coordinated with Diebold Nixdorf Engineer for Screen Design Training and with Managed Services Project Manager or Client Services Representation for SERAS Training. Training to be done on-site or via teleconference or web-based meeting.
- m. If requested, notify Diebold Nixdorf Project Manager of any changes to the scope of this SOW in writing.
- n. Supply and stage all related hardware for this project not provided in the Agreement (MESA).

### OUT OF SCOPE

- a. Set up and configuration of the ATM agent software
- b. Customizations not included and outlined in this original SOW.
- c. Modifications which may be necessary due to network requirements.
- d. Requests to change content more frequently than once per calendar month.
- e. Requests to support additional content outside the limitations stated in for the detailed service for the contracted options defined in this SOW
- f. Effort expended by Diebold Nixdorf towards the completion of the SOW due to failure of the Client, or its agents, to carry out the terms of the SOW, and is not the fault of Diebold Nixdorf, will be billed on a time and material basis.
- g. Troubleshooting problems of any nature that are outside the hardware and software provided or specified.

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- h. Certification testing required by Client's ATM host processor, network or card issuers.
- i. Delays caused by Client or their third party vendors that extend the project timeline, shall not cause Diebold Nixdorf to be penalized.
- j. Diebold Nixdorf is not responsible for the consequences of inaccurate information provided by Client.
- k. All fees not already specified above as fees covered by Diebold Nixdorf. This would include fees incurred to access the ATM chest if required.
- l. Additional fees for any work completed outside of the standard installation and testing days of normal business hours, 8 am – 5 pm, M-F, excluding Holidays. Hours outside of this time frame will be quoted and billed additionally.