



Diebold Nixdorf Partners with Google and Other Tech Leaders to Accelerate the Future of Banking and Retail at Money20/20

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Company showcases solutions that enhance and personalize the consumer experience

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LAS VEGAS and NORTH CANTON, Ohio -- Diebold Nixdorf (NYSE: DBD), a world leader in driving connected commerce, will demonstrate a number of solutions that augment and enhance consumer journeys in the banking and retail industries at this year's [Money20/20](#) conference in Las Vegas – the largest global event focused on payments and financial services.

Understanding the unique and ever-changing business needs of banks and retailers on a global scale, Diebold Nixdorf has partnered with leading technology providers, including Google and Mastercard, to accelerate the future of banking, payments and retail convergence within the digital ecosystem. At booth #1912, Diebold Nixdorf will display how it transforms banking and shopping through software, services and digital touchpoints via integrated self-service solutions.

In an effort to enhance and enable shopping experiences at every touchpoint of the customer journey, Diebold Nixdorf's [Vynamic™ Engage](#), the cloud-based software-as-a-service solution, in collaboration with [Google](#), enables retailers to easily get up and running on local inventory ads – an ad format that lets searching shoppers easily see what inventory is available in stores near them. With Google, Vynamic Engage helps retailers seamlessly close the loop of digital advertising from mobile and online all the way through in-store and point of sale, and provides ad attribution statistics viewable through a common Vynamic Engage interface.

"Through this agreement, we are able to bring together Google's local feed partnership program, which enables local inventory ads and other local experiences, with Diebold Nixdorf's Vynamic Engage," said Jyoti Vaidee, Group Product Manager, Google Shopping. "Retailers can reach shoppers looking for products nearby, across Google and even by voice."

Retailers increasingly acknowledge that the consumer journey now starts at home or remotely on mobile, with pre-purchase advertising needing to keep pace with the ever-growing content consumers are presented with on a daily basis. With [Vynamic Demand](#), retailers can connect with consumers during the entire customer journey – whether it be at home, in-store and on-the-go through audio triggers, geo-fencing, and Bluetooth beacons.

To accelerate banking transformations, Diebold Nixdorf, in partnership with [Mastercard](#), offers digital transactions, including cardless and cash pick up enabled with Vynamic software leveraging cash recycling automation solutions. This extends the benefits to financial institutions looking to optimize their cash management expenses. Serving both banked and underbanked consumers, this solution drives net new transactions to secure, authenticated self-service endpoints, such as ATMs.

By leveraging a data-driven Internet of Things (IoT) infrastructure, [Diebold Nixdorf AllConnect ServicesSM](#) fully optimizes efficiencies and transforms operations to enable financial institutions and retailers to focus on their core competencies and consumer experiences. Diebold Nixdorf AllConnect Services serves as the "wrapper" for all functioning hardware and software to keep operations running smoothly no matter what size the business model is.

In support of a connected commerce ecosystem bridging both merchants and banks, Diebold Nixdorf will showcase powerful digital solutions that support the seamless intersection of banking and shopping by improving payment options and streamlined operational management of cash. The **Beetle iPOS & CS 4040 Lobby Recycler** embody cross-segment connected commerce connecting the retailer and bank through physical and digital channels.

"We recognize that the landscape for banks and retailers is constantly evolving, and the unique challenges they face as a result when it comes to their business needs," said Gerrard Schmid, Diebold Nixdorf president and chief executive officer. "As the leader in driving connected commerce, we aim to be the partner that offers personalized, secure and data-driven technologies to help banks and retailers throughout their digital transformation journeys."

About Mastercard

Mastercard (NYSE: MA), www.mastercard.com, is a technology company in the global payments industry. Our global payments processing network connects consumers, financial institutions, merchants, governments and businesses in more than 210 countries and territories. Mastercard products and solutions make everyday commerce activities – such as shopping, traveling, running a business and managing finances – easier, more secure and more efficient for everyone.

About Diebold Nixdorf

Diebold Nixdorf, Incorporated (NYSE: DBD) is a world leader in enabling connected commerce for millions of consumers each day across the financial

and retail industries. Its software-defined solutions bridge the physical and digital worlds of cash and consumer transactions conveniently, securely and efficiently. As an innovation partner for nearly all of the world's top 100 financial institutions and a majority of the top 25 global retailers, Diebold Nixdorf delivers unparalleled services and technology that are essential to evolve in an 'always on' and changing consumer landscape. The company has a presence in more than 130 countries with approximately 23,000 employees worldwide. Visit www.DieboldNixdorf.com for more information.

Contact(s):

Tiffini Bloniarz

Sr. Manager Media Relations

Email: Tiffini.Bloniarz@dieboldnixdorf.com

Phone: 330-490-3823

Steve Virostek

Investor Relations

Email: steve.virostek@dieboldnixdorf.com

Phone: 330-490-6319