



## Banorte Selects Phoenix Software to Build Omnichannel Strategy

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### Bank implements single software solution across entire 7,000 ATM network in Mexico

LONDON, Ontario, Aug. 5, 2015 /PRNewswire/ -- Banorte, GFNorte's banking subsidiary and one of the largest banks in Mexico, has selected Phoenix, a Diebold company (NYSE: DBD), as the new software provider for its entire ATM network. A long-standing customer of Diebold's hardware and services, the bank has now added Phoenix's [VISTA™ and COMMANDER™](#) software platforms as part of its strategy to expand its omnichannel capabilities and integrate key back-end systems with its growing ATM fleet.

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"As we strive to offer new and diverse services to our customers, adapting to their financial and banking needs, it's imperative that our software solution has the capability to communicate with multiple systems and facilitate a seamless omnichannel experience," says Rafael Arana, chief operating officer, Banorte. "By leveraging multi-vendor software, we will have the ability to support any ATM, regardless of the manufacturer, across more than 1,200 branches and 7,000 ATMs in Mexico. We value our current partnership with Diebold tremendously and look forward to extending that relationship to now include its Phoenix software solutions."

As banking consumers continue to utilize the increasing number of touch points available to conduct their banking transactions, a comprehensive omnichannel solution is crucial to provide optimal service. The software suite provides support for both the multi-vendor ATM fleet, and the in-branch solutions; while allowing the bank to be more self-sufficient at developing the tools that improve its efficiency and functionality.

"Diebold's acquisition of Phoenix has proved to be extremely successful, resulting in this exciting new agreement with Banorte," said Alan Kerr, Diebold executive vice president, software. "Phoenix's flexible application has long been the market-leader and now benefits from Diebold's global presence and capabilities. We are excited about working with Banorte and continuing our growth trajectory in the Latin America market going forward."

#### About Banorte

Banorte, the banking subsidiary of Grupo Financiero Banorte (GFNorte), was founded in 1899 in the city of Monterrey and is currently the third largest financial institution in Mexico. With more than 27,000 employees and 7,062 ATMs across 1,270 branches, Banorte serves more than 13 million customers in the banking sector and manages more than 138 billion US dollars in assets. GFNorte shares trade on the Mexican Stock Exchange (BMV) under the ticker "GFNORTEO".

#### About Phoenix

Phoenix, a Diebold company, is the world's leading provider of multi-vendor ATM software and financial services applications. Acquired by Diebold, Incorporated (NYSE: DBD) in March 2015, Phoenix and Diebold deliver comprehensive hardware-agnostic software solutions with a consistent, user-friendly interface across financial institutions' entire banking ecosystem. Headquartered in London, Ontario, Canada, Phoenix has more than 25 years of banking industry experience in creating highly configurable, enterprise-wide software that automates and migrates financial services across banking channels. For more information, visit: [www.phoenix-interactive.com](http://www.phoenix-interactive.com) or [www.diebold.com](http://www.diebold.com).

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