



## Diebold Nixdorf To Debut Enhanced Mobile And Cloud-based Customer Engagement Solutions At The NRF BIG Show

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**Company introducing Vynamic™ Retail software to power its Storevolution™ strategy**

NEW YORK, Jan. 10, 2018 /PRNewswire/ -- Diebold Nixdorf (NYSE: DBD), the world leader in driving connected commerce, will introduce the company's latest software-driven technologies at the National Retail Federation's (NRF) BIG Show, the world's leading annual retail event, from Jan. 14-16 in New York. Diebold Nixdorf will launch two major software solutions enhancing the scope of the Vynamic™ portfolio: Vynamic Engage and Vynamic Mobile Shopper.



Retailers can substantially improve consumers' in-store shopping experiences through the implementation of interactive and intuitive technologies. Diebold Nixdorf's latest innovations in retail technology, available as a part of its Storevolution™ strategy, covers the consumer journey end-to-end.

The new cloud-based Vynamic Engage is a software-as-a-service solution that revolutionizes how retailers can drive consumer engagement, enabling a 360-degree view of customer behavior and enhancing their shopping experience at every touchpoint of the journey - such as targeted promotions and real-time campaigns across all channels. By collecting, combining and analyzing consumer data, Vynamic Engage generates holistic consumer profiles driving loyalty and increasing overall spending. This open-API based solution is natively integrated with the Vynamic Retail portfolio, improving consumer interactions by providing real-time personalization and engagement on consumers' smartphones.

"With Vynamic Engage, we're delivering on our connected commerce vision, which allows for the retailer to build consumer intimacy with unlimited options to connect," said [Alan Kerr](#), senior vice president software at Diebold Nixdorf. "Through the use of the software-as-a-service model, Vynamic Engage is deployed in the cloud and easily integrates into existing customer landscapes supporting open APIs."

In addition, Diebold Nixdorf is introducing retailers to Vynamic Mobile Shopper at the BIG Show. Vynamic Mobile Shopper provides retailers with mobile self-scanning capabilities for both retail-hardened devices and consumer smartphones. Vynamic Mobile Shopper enables, in conjunction with other solutions like Vynamic Engage, a personalized in-store retail experience and empowers consumers with more convenience and choice while they shop. Through the integration of mobile payments, the checkout process will become even faster and more efficient, delivering efficiency to both consumers and retailers.

"With the introduction of these offerings on the heels of launching Vynamic Mobile Retail at Money 20/20, we are building further upon the growing trend of in-store mobility – enhancing the value our software portfolio provides to retailers and their customers," Kerr said. "We are excited to demonstrate this approach, along with a broad range of other best-in-class, customer-centric technologies, at the NRF Big Show."

### **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.

Diebold Nixdorf has a presence in more than 130 countries with approximately 24,000 employees worldwide. The organization maintains corporate

offices in North Canton, Ohio, USA and Paderborn, Germany. Shares are traded on the New York and Frankfurt Stock Exchanges under the symbol 'DBD'. Visit [www.DieboldNixdorf.com](http://www.DieboldNixdorf.com) for more information.

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