



## Diebold Nixdorf Recognized as an Industry Leader by Top Analysts for Retail Innovation

January 8, 2019

NORTH CANTON, Ohio – Diebold Nixdorf (NYSE: DBD), a global leader in driving connected commerce, has been recognized by leading industry analysts, including Forrester, RBR, IDC and Gartner, for its leadership in retail technology as the company continues to develop and implement digital solutions that enhance the customer journey via mobile and in-store channels.

North American retailers are pointing out the importance of implementing IT solutions that support new digital and mobile customer journeys across various retail sectors. According to research recently conducted by IHL, 47 percent of retailers surveyed are planning to implement personalized customer journeys within the next 24 months. The ambition for personalized offers and relationships is also reflected in retailers' IT budgets: within the next 24 months, 59 percent of retailers stating they will implement personalized customer journeys plan to upgrade their POS software in the same timeframe, and 54 percent plan to offer personalized customer experiences while using a mobile app in store.

Diebold Nixdorf's leading solutions directly address retailers' increasing need for transformative technology to support a radically changing retail landscape. The company's [DN Vynamic™ Retail Software Suite](#) has received multiple acknowledgements from top analysts since launching in 2017.

- The “Forrester Wave™ Point of Service Q3 2018” recognized Diebold Nixdorf as a **Strong Performer**. According to **Forrester**, “Diebold Nixdorf offers excellence in store operations [and] demonstrated impressive back-office and POS maintenance capability [...]” Diebold Nixdorf received the highest score among all participating vendors in the “product strategy and vision” criterion.
- Diebold Nixdorf was named a **Major Player** in the **IDC MarketScape: Worldwide Retail Omni-Channel Commerce Platform 2017 Vendor Assessment** (doc # US41453016, April 2017) and the **IDC MarketScape: Worldwide Point-of-Sale Software in Fast-Moving Consumer Goods Retail 2018 Vendor Assessment** (doc # US42709717, October 2018).
- The company was ranked in the **Top 5** within both **RBR's** Global POS Software 2018 study and **IHL's** Retail POS/mPOS Global Software Market report 2018.
- Diebold Nixdorf has also been recognized as a **Representative Vendor** in **Gartner's** December 2017 Market Guide for Digital-Business-Ready POS applications for Tier 1 Multichannel Retailers.

“Our portfolio of DN Vynamic software solutions provides end-to-end services that retailers require throughout their lifecycle, from deployment via availability services to operations, and enables retailers to enter new markets while controlling costs,” said Alan Kerr, senior vice president, software. “The modular, service-oriented retail software application suite is designed to optimize store processes through centralized analytics and administration and serves as the foundation for a seamless retail experience across consumer touchpoints.”

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### 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](http://www.DieboldNixdorf.com) for more information.

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