



Diebold Nixdorf Establishes Strategic Partnership With Datema Retail Expanding Its Mobile Self-Scanning Portfolio

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UTRECHT, Netherlands and SOLNA, Sweden, March 23, 2017 /PRNewswire/ -- Diebold Nixdorf (NYSE: DBD) has formed a strategic partnership with Swedish software company Datema Retail for mobile self-scanning solutions as part of its strategy to drive connected commerce in the retail market. With the mobile self-scanning solutions of Datema Retail, Diebold Nixdorf is adding a key component to its [TPiSHOP](#) self-scanning software solution that enables an enhanced personalized shopping experience. The mobile self-scanning software can be easily integrated into the point-of-sale (POS) and back-end components of Diebold Nixdorf's TP Application Suite as well as into retailers' customer loyalty programs running on Diebold Nixdorf's software platform.



Datema Retail's solution offers consumers multiple benefits that will enhance the shopping experience and make it more personal. An example is the ability to retrieve the customer's pre-made shopping lists from the retailer's e-commerce system when arriving to the store, prioritized in the correct shopping order. With a smartphone or hand-held scanner provided by the retailer, the consumer can receive loyalty promotions, information about scanned items, be guided and interact while they walk through the store and scan products themselves. At checkout, all they need to do is pay.

For retailers, the benefits are in-depth information about customers' shopping behavior, more input into customer loyalty programs and greater flexibility to deploy staff.

"This partnership gives us an opportunity to expand our self-scanning portfolio to include a proven solution that both retailers and consumers accept. We can now offer the extremely popular option to customers worldwide," said [Thomas Fell](#), Diebold Nixdorf senior vice president, retail. "Our primary goal is to provide the most innovative technologies to our retail customers as we continue to accelerate the growth of our retail business globally and shape the future of consumer transactions."

Datema Retail has been operating in Scandinavia for more than 30 years. Its mobile self-scanning solution is deployed by several leading retailers in the Nordic region. The international cooperation will help Datema Retail expand its market presence. "We look forward to working with Diebold Nixdorf, a prestigious global partner. Together, we will help retailers enhance the consumer experience," said Mikis Samaras, head of international sales, Datema.

About Datema Retail

Datema Retail develops software for mobile scanning and cross-channel services like Click & Collect. The company draws on more than 30 years of experience in providing solutions that increase customer loyalty and improve customer service. Headquartered in Solna, Sweden, Datema Retail is part of the Datema Group, a company that has installed mobility, ERP, integration and similar solutions for over 600 large companies around the globe.

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 25,000 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 for more information.

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