



Moving Beyond Omnichannel, Diebold Nixdorf Introduces Vynamic™ - Software Built To Power Connected Commerce

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NORTH CANTON, Ohio, Oct. 23, 2017 /PRNewswire/ -- Diebold Nixdorf (NYSE: DBD), a leader in driving connected commerce, is introducing [Vynamic™](#), the first software suite built to power the ongoing transformation in the financial services and retail industries. Unlike traditional software suites available today, Vynamic breaks down channel silos to enable next generation business agility and seamless consumer experiences by integrating solutions spanning mobile devices, branches, automated teller machines, kiosks, point-of-sale terminals and stores. With a shared analytic and transaction engine, the Vynamic platform can generate new insights to enhance operations across any channel – putting consumer preferences, not the technology, at the heart of the experience.



Today, businesses are facing market pressures such as open banking, shifting regulation and payments innovation. The Vynamic suite's open API architecture is built to eliminate the traditional focus on internal silos and enable tomorrow's interconnected partnerships between financial institutions, retailers and payments providers. As these industries move toward a collaborative business model, Vynamic software will drive secure, seamless and personalized consumer journeys – across channels and across industries — through these new, uncharted ecosystems.

"The industries we serve are moving beyond simple interactions. Diebold Nixdorf's Vynamic software suite uses insight and personalization to turn transactions into meaningful connections," says [Alan Kerr](#), Diebold Nixdorf senior vice president, software. "The Vynamic software suite breaks down traditional channel silos and enables a new era of seamless experience and business agility. Vynamic has the ability to fundamentally accelerate digital transformation and redefine consumer centricity."

The company will [showcase its latest software-driven technologies](#) in booth #1343 at Money20/20 on Oct. 22-25 in Las Vegas.

- **Mobile Apps for the Real World:** Being agile in digital innovation is a critical competitive differentiator for financial and retail players. Diebold Nixdorf will showcase its latest mobile solutions, [Vynamic Mobile Banking and Vynamic Mobile Retail](#), which enable businesses to better engage with consumers and adapt to new industry trends. As the first to deliver built-in channel integration capabilities, Vynamic Mobile Banking enables all connection points to be smarter – changing consumer interactions by delivering real-time personalization and engagement.
- **Advanced Data Analytics:** Diebold Nixdorf's latest data analytics platform, [Vynamic Insights](#), enables businesses to make intuitive, predictive and adaptive data-driven decisions. Vynamic Insights also delivers a holistic view of the consumer journey across multiple touchpoints to enable personalized experiences by understanding behaviors such as consumer adoption of new technologies and usage patterns.
- **Software-Driven Conceptual Technologies:** Demonstrating market-leading capabilities at the intersection of the physical and digital worlds, visitors to Diebold Nixdorf's booth will see Vynamic brought to life through the company's latest conceptual platform, [Fusion](#). The concept seamlessly creates tailored consumer experiences across retail and banking including: cryptocurrency exchange, ecommerce locker, secure storage, kiosk, self-checkout terminal and automated teller machine.

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 is headquartered 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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