

COMPREHENSIVE SERVICES

VYNAMIC AS A SERVICE (SAAS) - COMPETENCE: CAMPAIGN MANAGEMENT

Minimum ATM Requirements: Diebold Nixdorf ATM with VISTA version 5.4.4 or above.

CUSTOMERS FUTURE ENVIRONMENT

The following describes the Customer's future environment as proposed by Diebold Nixdorf, and outlines requirements for implementation of the Campaign Management Competence. This description is based on Customer's current environment and the Service functionality contracted by the Customer as well as new requirements that have been communicated to Diebold Nixdorf.

INTRODUCTION

The Campaign Management Competence Offering is an ATM screen and promotion content management solution for Diebold Nixdorf ATMs. The Competence provides Customer with the ability to optimize their ATM performance through custom screen design, ATM advertising and marketing. The Competence is available on Diebold Nixdorf terminals operating VISTA version 5.4.4 and above. The Competence provides access to the Campaign Management application via web interface to create, assign and distribute campaigns. This includes the ability to:

- a. Advertise a variety of products and/or services by providing the means to present marketing Campaigns that appear at the ATM screen when a consumer uses the ATM,
- b. Create static BIN and PAN-based consumer segments to allow for targeted marketing,
- c. Target consumer groups dynamically based on pre-defined attributes,
- d. Create ATM groupings to allow for varied screen content based on ATM location,
- e. Schedule campaigns by date and time of day,
- f. Use the integrated reporting feature to interpret the performance of a Campaign.

FEATURE DESCRIPTIONS

In line with the subscribed SaaS Plan, the Campaign Management Competence provides Customers with the ability to use the ATM channel to market your institution's products and services. These custom advertising and marketing screens are called 'Ads' and may be presented to the Consumer while performing a transaction.

CAMPAIGN TYPES

- a. **Attract:** This campaign type is displayed on the ATM screen when the ATM is idle (no transactions are occurring). The purpose of the attract cycle is to 'attract' attention, promote the financial institution's brand, provide card insert / dip / swipe instructions or to provide advertising / promotional content. This can be done 24 hours a day, 7 days a week.
- b. **Awareness:** During the customer session, the ATM can display a series of graphics supporting an FI's current marketing campaign, or simply reinforcing their brand image. An awareness campaign is not interactive and is meant to provide 'awareness' of a product or service. This is a set of 5 different images that can be added to the existing VISTA transaction screens at the following flow positions: Welcome, opener, fast, main, closer. As there are 5 different places during a transaction to display messaging, Customers can continually provide information on a promotion while the Consumer is able to continue with their transaction un-interrupted.

SEGMENTATION

Segmentation enables the Customer to target specific Consumer groups with 1-to-many or 1-to-1 Campaigns by using i.e. demographic or account information.

- a. Campaigns can be assigned by the Customer for specific groups of consumers based on PANs or 6-digit BINs called segments. Cardholders that fall into a defined BIN or PAN segment will be presented with the Campaign assigned to that segment.
- b. Dynamic prospecting based by attributes (Decision Engine) is a feature in the Central SaaS Server Environment that allows the Customer to define rule based criteria that determine if a Campaign is shown and under what parameters. These criteria can be added on a case by case basis and formed into logical groups or subgroups using AND and OR operators.

SCHEDULING

Campaigns can be configured to shown during a specific starting and ending date and time. As an example, the Customer may decide to display certain Campaigns only during the work week and then change them for the weekend or establish Campaigns that accommodate seasonal flavors.

DEVICE GROUPING

Terminal groups can be defined in the Central SaaS Environment. Examples include ATMs that are located on college campuses, in sports arenas, in a certain city, or a certain region. Campaign can then be configured to show on a specific ATM or group of ATMs, only. This way the Customer is able to tailor messaging based on a particular location.

REPORTING

Valuable insight is provided on total number of views for each Campaign by day, week, month or quarter. The data can be displayed graphically as bar, pie or line charts as well as downloaded in xls, csv or xml format for further analysis.

HOW IT WORKS

The Customer has access to the Central SaaS Environment to create, manage, and assign screen content and define targeted marketing rules via the World Wide Web. Shortly after entering into an agreement with Diebold Nixdorf to subscribe to the Competence, the Customer will be provided with unique login credentials and link to the Diebold Nixdorf SaaS website in line with the Customer's chosen SaaS Plan. Diebold Nixdorf will work with the Customer to ensure that their ATMs are properly entered into the application and connectivity has been established. Marketing screen content is then sent to the ATM via the Diebold Nixdorf Central SaaS Environment and content is displayed on the ATM via the browser. After this initial onboarding activity, the Customer is free to utilize the application however they wish. Diebold Nixdorf will continue to host the application, maintaining the software and hardware infrastructure for the application. Connectivity is required between the ATMs and Diebold Nixdorf's network.

CONNECTIVITY

Connectivity is required between the ATMs and Diebold Nixdorf's network. The following connectivity options will be implemented:

- VPN – Managed – VPN HW/SW is provided by Diebold Nixdorf and the Customer is billed by Diebold Nixdorf
 - to Customer's wide-area network or directly to each ATM

INITIAL SETUP

A Diebold Nixdorf Professional Services Systems Engineer is required to configure the ATM and assist with the installation and validation of the ATMs. This Professional Services engagement is to be contracted under a separate Statement of Work (PSSOW).

IMPLEMENTATION PROJECT - DIEBOLD NIXDORF RESPONSIBILITIES

The implementation project includes the following Managed Services responsibilities:

- a. Project Management
- b. Completing specification information– gathering required configuration information and putting it into the proper format
- c. Configuring the System for the option(s) contracted for
 - Define Customer ATMs in the Diebold Nixdorf Central SaaS Environment
 - Validate that the Solution can connect to each ATM
- d. Configure Customer user access
- e. Connectivity support and certification
- f. Diebold Nixdorf Managed VPN communication support/configuration
 - Procuring, configuring and shipping router(s) to address provided by Customer
 - Configuring Diebold Nixdorf internal network infrastructure to facilitate communication between the VPN and the Diebold Nixdorf server
- g. Engaging Professional Services for ATM Agent configuration and verification, and Customer training
- h. Coordinating implementation and validation testing of system configuration on first ATM with Diebold Nixdorf SE and/or Customer
- i. Scheduling the Diebold Nixdorf technicians for site visits to configure the ATMs as required
- j. Training on the use of Client Services and Help Desk
- k. Change Request (AMC) Process provided to Customer for future use (Adds, Moves, Changes)
- l. Billing setup and validation

The implementation project may also include certain Professional Services responsibilities as defined in a Professional Services Statement of Work (PSSOW).

IMPLEMENTATION PROJECT - CUSTOMER RESPONSIBILITIES

The Customer is responsible for the following as requested during the project:

- a. Provide the following information:
 - Primary contact person (Customer's project manager)
 - Primary SaaS account holder (Customer's name and email address to be used to send application credentials)
 - ATM site information
 - Two contacts for networking connectivity support
 - IP addresses of current ATM network
 - PAN or BIN information as well as other segmentation criteria as applicable
- b. Design of all ATM screen and content as applicable and procuring all rights and authorizations necessary for use of content.
- c. Provide initial screens to be used for validation of the Service on each ATM
- d. Assist Diebold Nixdorf with any host/network content issues
- e. Perform standard ATM transactions and review for accuracy
- f. Provide personnel to be trained in an environment away from their normal duties
 - Training schedules must be coordinated with Diebold Nixdorf Systems Engineer for Screen Design and User Interface. Training to be done on-site or via teleconference or web-based meeting.
- g. Notify Diebold Nixdorf Project Manager of any changes to the scope of the implementation project in writing
- h. Supply and stage all related hardware & software for this project not specified on the purchase agreements
- i. Conduct and approve all final UAT testing prior to rolling systems to production
- j. Provide a full set of test cards to facilitate DN testing

Customer acknowledges and accepts that:

- a. Any hardware, software, information or data not available may delay the timetable for the project
- b. Diebold Nixdorf relies on immediate clarification and resolution regarding the integrity of data/information supplied to Diebold Nixdorf.
- c. If the project is dependent upon the availability of certain hardware, software, data or documentation, Customer agrees to cause those items to be available, installed, configured and operational in advance of commencement of the Services.
- d. Providing contributions later than mentioned above may affect project timeline and project costs. In such case Project Manager will initiate negotiation about the impact on project plan and project price

Customer is responsible for:

1. Additional fees for work outside of the scope of these service descriptions.
2. Additional fees for any work completed outside of the standard installation and testing days of normal business hours, 8 am – 5 pm, M-F, excluding Holidays. Hours outside of this time frame will be quoted and billed separately.

OUT OF SCOPE

- a. Customizations not included and outlined in this original Scope of Work.
- b. Modifications which may be necessary due to network requirements.
- c. Requests to support additional content outside the limitations stated for the contracted options as defined in this SOW
- d. Effort expended by Diebold Nixdorf towards the completion of the SOW due to failure of the Customer, or its agents, to carry out the terms of the SOW, and is not the fault of Diebold Nixdorf, will be billed on a time and material basis.
- e. Troubleshooting problems of any nature that are outside the hardware and software provided or specified.
- f. Certification testing required by Customer's ATM host processor, network or card issuers.
- g. Delays caused by Customer or their third party vendors that extend the project timeline, shall not cause Diebold Nixdorf to be penalized. (If penalty clause is in effect.)
- h. Diebold Nixdorf is not responsible for the consequences of inaccurate information provided by Customer.

The project manager will work with the Customer, Diebold Nixdorf resources and third-party resources (typically Telecomm and Host providers) as identified in the Statement of Work, to provide a mutually agreed upon project plan. Responsible representatives from the Customer, Diebold Nixdorf and third-party resources will be required to participate in scheduled meetings and to respond to requests for information in a timely manner. The Customer is responsible for ensuring that any required third-party that they have a contract with is participating as needed. Failure to provide information in a timely manner, as identified by the project manager, the project plan and project meetings may impact the timely implementation of the project. Diebold Nixdorf cannot guarantee that the project will be completed by a specified date, but will work with the Customer and all required resources to jointly agree on conversion dates.

Customer Support

For day-to-day questions about product functionality

Client Services

At the completion of the implementation project, a Client Service Representative is assigned to the Customer for the following purpose:

- a. Single point of contact for Client
- b. Any assistance that the Customer needs during the relationship
- c. Provide a post-implementation survey

CHANGE REQUESTS TO THIS STATEMENT-OF-WORK

1. All change requests must be submitted in writing via email or fax.
2. All changes must be accepted in writing by Diebold Nixdorf Sales and Diebold Nixdorf Managed Services.
3. Diebold Nixdorf Managed Services contact information:
Email: CSSupport@DieboldNixdorf.com