Enabling the Remote Banking Customer Experience

Banking customers want immediate access to their accounts anywhere, at any time, and the ATM network is important to meeting those needs. With new ATM deployments seeing double-digit growth year over year, it’s difficult to keep up the pace using traditional wired connectivity. With the Verizon Managed Wireless ATM solution, a financial institution can now quickly expand and retrofit its in-branch and remote ATMs. With this solution, companies can manage, secure, and enable ATMs even in the most remote locations, supporting new growth opportunities while managing costs. As an important part of an omnichannel banking strategy, the Verizon solution with integrated Cisco® technology helps create an excellent customer experience in banking.

Market and Industry Trends

Faced with customers’ desire for ongoing access to accounts and bank personnel, banks focus on creating a high-quality customer experience. Banks are also adding flexibility and resilience, so they can respond to emergencies, even extending or restoring their service in disaster areas. At the same time, banks are understandably cautious about making capital investments. With managed-services solutions, banks can implement turnkey solutions that protect their institutions’ investments while giving them the power to confidently enter new markets and transform your ATM strategy.

Buyer Challenges

Meeting the Challenges of Remote Banking

Designed to help banks use their IT resources more efficiently, the Verizon Managed Wireless ATM solution provides skilled administration and the latest technologies without adding in-house infrastructure. As a result, you control capital expense in noncore areas and scale management capabilities better to match your customer service needs. Each implementation of this solution is supported by secure wireless connectivity and professional services.

Benefits and Business/Customer Outcomes

- Enables quick and efficient deployment of managed ATMs and kiosks in branch and off-branch locations
- Reduces management and maintenance with a purpose-built wireless service
- Helps manage ownership cost
- Supports advanced features such as wireless authentication, streaming video, and network security
- Delivers secure connectivity for ATM transactions and interactions
- Enables fast customer service through the nation’s largest 4G/LTE network
- Provides redundant connectivity for uninterrupted service
- Separates banks ATM and kiosk data from public traffic and provides a direct connection back to the internal network

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More Flexible, Responsive Business Models
To react quickly to changing markets and new opportunities, retail bankers need to be able to plan and install ATMs and kiosks quickly in unexpected locations – planned and unplanned. Bank customers expect ready cash access at temporary and seasonal locations, such as entertainment venues, convention centers, pop-up stores, festivals, and fairs. And they need access to cash in disaster areas. With the Verizon Managed Wireless ATM solution, banks can respond quickly and reliably to event-based needs and also to bring services to underserved communities and emerging markets.

Managing Costs and Obsolescence
The Verizon solution with Cisco technology helps to mitigate the risk of entering new service locations and to lower overall total cost of ownership – including security, connectivity, and management – with a single management fee. Banks avoid technology obsolescence by deploying their ATM solutions over the nation’s largest 4G wireless network, helping ensure that they have the most advanced networking capabilities available as part of the basic charge.

Components, Features, and Attributes
The Verizon and Cisco Solution
The Verizon Managed Wireless ATM solution offers a purpose-built, fully managed service for ATMs and self-service kiosks, providing secure, encrypted transactions and communications over private networks and delivering carrier-grade scalability, reliability, and security. It includes:

- Certified devices, including hardened Cisco routers installed in new and existing ATMs
- Integrated primary wireless and, when needed, a second wireless or wire-line connectivity for redundancy, incorporating the Verizon 4G LTE network and secure mobile private network, dynamic mobile network routing (DMNR), group-encrypted transport, and private IP technologies
- Verizon Wireless Private Network, complete with DMNR, provides ATM connectivity through a segregated private network that is secure and easy to deploy and manage
- End-to-end management and security, including turnkey implementation services, integrated managed network services, and payment card industry (PCI) standards compliance

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- www.verizon.com
- www.cisco.com/go/financialservices