

PRESS INFORMATION

KEBA at the FI forum 2016:

The new evo series from KEBA - Building a bridge between the analog and the digital world



KEBA presents the new evo series, the (r)evolutionary interface for all cash and bank transactions for today, tomorrow and beyond.

Booth P04

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Automation by innovation.

KEBA at the FI forum 2016

FI forum 2016: The new evo series from KEBA - Bridging in the digital world

KEBA presents **the new evo series** for the first time at the FI forum 2016 - the (r)evolutionary interface for all cash and bank transactions for today, tomorrow and beyond. With an exhibition area of over 120m², this is the largest appearance of the Austrian automation experts at the in-house trade show of Finanz Informatik to date.

Ready for the requirements of today, tomorrow and beyond

Increasing digitalization, demanding customers, falling interest rates, legal regulations, branch closures - the financial world is in a state of flux, to say the least. Nobody knows exactly *what* the future holds.

The evo series from KEBA is the essential module for any financial institution of the future - whenever this begins and whatever it looks like. Whether it's an innovative ATM with cash recycling function, a multi-functional self-service system, automated services or the unique merging of self-service system and communication platform: The performance diversity and the options of the evo series make banks and savings banks flexible to the requirements of the future.

When companies develop products together with customers

The new evo series came into being through a completely new product development approach, the so-called "co-creation". Co-creation refers to a business strategy which places the focus on the integration of customers, their experiences and interactive customer-company relations. These forms of interactive value make active participation of the customer in the product development process possible. That which has been on everyone's lips for two or three years in the consumer goods area, has also been used by KEBA and its strategic partner of many years Hitachi-Omron Terminal Solutions, Corp. for the development of the new cash recycling module.

Partnership

The cornerstone for the development cooperation between both technology companies has been in place for more than 20 years. KEBA sealed the partnership with Hitachi-Omron Terminal Solutions, the world leader in cash recycling technology, in the mid 1990's and presented the initial idea about recycling at CeBIT. To this day, the recycling module from KEBA and Hitachi-Omron Terminal Solutions is the most reliable recycling module on the market and provides proven, stable technology.

Strategically fit

When KEBA was on the look out for a new recycling module as part of a future cash recycler generation, it ended up at its partner of many years again because of the strategic fit. The Japanese company had two products in their portfolio at the time, however they were unsuitable for the European market. This was mostly due to the strict accessibility regulations in Europe. After the commitment of both companies, joint development (co-creation) was started in close consultation.

Integrating customers

At the same time, different KEBA customers (banks and savings banks) were also involved during the development of the new evo product series. In this way, selected banks and savings banks that are open to trends and innovations were able to help with the design of the new products. Visions of the future have been put onto paper, requirements compiled and specifications worked out at numerous idea workshops. These inputs have been bounced back to the developers from KEBA and Hitachi-Omron Terminal Solutions time and time again. Concepts were planned, discussed again and tested for their practicality. *“Our partnership with KEBA has been a flagship example of the benefits of co-creation,”* says Kokichi Murayama, General Manager, Global Business Group, Hitachi-Omron Terminal Solutions, *“By bringing in customers into the process, from the early stages to continuous testing, we have been able to collaboratively develop a product that truly delivers for them, while simultaneously allowing us to better understand the European market.”*

With the co-creation development approach, KEBA's customers were given the space to think aloud about the visions of the future. These visions were interwoven with the technical possibilities thanks to KEBA's team and therefore a joint idea was developed. Matthias Ahrens, Sales Manager for German savings banks, says: *“Our customers were extremely interested in participating in the development and bringing in their own ideas and creativity. It makes them proud to say that they have contributed to a feature.”*

Harald Kirchtag, Business Unit Manager for banking automation, describes the benefits of this approach, that is still new in the industry, as follows: *“Our customers have already been heavily involved in the development of our non-cash product generation. With the development of the new evo series however, the exchange has been even more intensive. It benefits everyone: We know the needs of our customers even better and our customers get the products they really need.”* The resulting products are closer to the customer's actual needs than ever before.

Customer proximity and efficiency must not be a contradiction

Even banks and savings banks must deal intensively with the needs of their customers. For the first time, fulfilling these customer and efficiently managing branch structures at the same time is no longer contradictory with evo.

Advice is the most important asset that banks and savings banks have for getting the customers into the branch but it is also one of their greatest challenges at the same time. One of the main reasons for bank customers to visit a branch is to withdraw money from the ATMs. Why not simply use this important contact point in order to start a dialog with customers and use this sales channel for targeted marketing campaigns?

For the first time, evo is making it possible for financial institutions to merge self-service and counter services into a single entity in such an fluid way that bank customers no longer perceive it as being a self service system. It may very well sound utopian at the moment, but it could soon become reality with evo and dramatically increase customer loyalty.

If the boundaries between analog and digital disappear

However, evo is even more than this: It is a bridge into the digital world of banking, a sales channel and the key to omni-channel banking. Customers can start a transaction on a smartphone and continue with it at the ATM without media disruption and as a continuous user experience.

Customized customer contact, top current information or a platform for online dialog? The possibilities of an innovative user interface, customer display and communication channel in one are limitless.

Designed in an integrated way and flexible for all requirements

With all of this, the new evo series creates freedom for decision making and investment with which banks and savings banks are always on the safe side with the design of their banking solution. In spite of all the new features, it is just as important for the technology to be versatile and future-proof - in other words, independent of the type of branch, the services and function which are offered, whether it is a counter solution or self-service system, or whether it is in the self-service foyer or outdoors.

Company profile

Founded in 1968, KEBA AG is an internationally successful electronics company based in Linz/Austria with subsidiaries around the world. KEBA has produced and developed innovative automation solutions of the highest quality for industry, bank and services as well as energy automation at our location in Linz for more than 45 years. Indeed, as a result of competence, experience and courage, KEBA is the technology and innovation leader in its market segments. Extensive development and production expertise represents a guarantee for the highest quality.

KEBA - the experienced specialist for reliable, efficient self-service banking.

KEBA is regarded as an experienced specialist for efficient, reliable self-service banking in the area of bank automation. Since 2002, KEBA has continuously increased its market share in Germany.

As a long-established and international operation provider of self-service terminals for banks and savings banks, KEBA constantly provides the perfect solution for the automation of cash and non-cash transactions at any bank branch. The product developments are based on KEBA's extensive know-how, starting from the control of self-service safety deposit boxes in the 1970s, to the initial ideas about cash recycling at the start of the 1990's, up to the establishment of cartridge-based cash recycling in the European bank market.

With the new evo series, KEBA, for the first time, offers a central interaction and communication interface for all cash and bank transactions for today, tomorrow and beyond.

Picture information: KEBA AG, reprint free of charge



Representatives of KEBA and Hitachi-Omron Terminal Solutions during the process of “co-creation” for the new evo series.