

# Graphics pack a punch

Upgrading ATMs with branding can increase usage.



As the ATM industry continues to expand and the overall number of machines grows, it can be challenging to build transaction volume and revenues.

Branding machines with the logos and messages of a financial institution (FI), independent sales organization (ISO) or merchant is an effective way to build a relationship with the ATM user.

#### **The problem**

In the off-premise market, placement of a machine within a location can mean the difference between profit or failure. A tired-looking machine might be relegated to the far corner of the store, leaving many potential users unaware of its presence. And a machine adorned with only the required notices can leave consumers feeling wary.

High-quality visual branding helps overcome consumer distrust of generic-looking ATMs. "The graphics package makes the ATM look more professional, and it increases the perceived credibility and trustworthiness of that terminal," said Vance Rowland, president of AOne ATM.

#### **The solution**

AOne ATM has developed full-color graphics packages for a wide range of Triton ATMs. Mounting professional, attention-grabbing graphics, on a machine, can improve usage of an ATM in a convenience store, supermarket or other location.

The visuals can include logos, photos and advertising slogans. "You're only limited by your imagination," Rowland said. ATMs that have been in service for a while can receive a facelift with a graphics package.

#### **The results**

A machine operator can improve placement of its ATM in a store with an appealing graphics package that supports the store's marketing image.

Steve Burns, director of operations for E-Cash Inc., an Indiana-based ISO, said that a store manager is more likely to place a branded ATM in a prominent place. "When you're competing with sunglasses and potato chips, when you put the store name on the ATM, all of the sudden you have a nice spot near the front door," he said.

For one bank, AOne ATM has proven that branding pulls in users. For a group of five ATMs in January 2007, the total transactions totaled 928. The five machines then were upgraded with the bank's brand. In January 2008, the same five machines in the same locations completed 1,487 transactions — a 60 percent increase.

"Everything was identical other than the graphics package on the machines," Rowland said. With any of the branding graphics packages available from AOne ATM, Triton ATMs can give operators a competitive edge.



Graphics packages, like the one shown on the RL5000, can increase the perceived credibility of the machine.

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