

Higher traffic leads to higher sales.

Use self-service ATMs, kiosks and signage to generate new revenue.

verizon[✓]

As a service-oriented business, you're constantly looking for new ways to generate revenue, improve customer satisfaction and decrease operational costs. Adding self-service business applications, such as wireless ATMs, kiosks and digital signage, into your operations can help you create new revenue opportunities and deliver better customer experiences.

WWAN broadband routers and Verizon Wireless Machine to Machine Services enable you to deploy portable ATMs, kiosks and digital signage quickly and with minimal infrastructure, giving you a secure, managed connection to back-end systems. You can place ATMs and kiosks in strategic, high-traffic areas within your operations to make services more convenient and accessible to your customers. Digital signage can be added in select locations to inform customers about sales promotions and special deals. And you can use your own equipment for these deployments or partner with third-party providers for installation.

Using self-service business applications offers your operations a number of benefits. Equipment and network access costs are reduced, as a bank of ATMs, kiosks or signs may share the same WWAN modem and machine-to-machine (M2M) connection. In addition, any of these applications can be deployed anywhere there's Verizon Wireless data coverage and an electrical outlet, giving you flexibility in how and where you place them.

We work with you to create, deploy, manage and secure M2M systems and devices throughout your enterprise to address specific business needs. In addition to ATMs and self-service kiosks, we offer a number of M2M applications, such as:

- Telematics
- Fleet management
- Smart energy
- Smart vending
- Retail point of sale (POS)
- Asset tracking
- Monitoring and control

These M2M applications take advantage of our existing 3G technology and are compatible with our new Verizon Wireless 4G LTE network, allowing you to connect devices and people via the largest M2M carrier (7 million-plus connections) in the United States.

The benefits of self-service business applications

- Create position flexibility and control. Businesses can install or relocate ATMs, kiosks or signs in areas without wireline access and still maintain a connection to critical systems.

- Optimize customer access. ATMs and kiosks can be located in high-traffic areas, which meets customers' expectations for 24/7 access to services.
- Install at a lower cost. No wires needed for Internet connectivity to ATM/kiosk/signage.
- Generate new revenue opportunities. New installations of ATMs and kiosks in remote, temporary or high-traffic areas will attract new customers who need self-services.
- Improve customer loyalty. Adding ATMs and kiosks provides opportunities for your business to offer value-added services that help drive customer loyalty.
- Increase sales from existing customers. Digital signage placed in strategic locations alerts customers about sales, specials and other promotions, which can lead to more sales.

Conclusion

Wireless ATM/kiosk/digital signage deployments and Verizon Machine to Machine Services allow business operators, banks and retailers to deploy self-service capabilities almost anywhere. This flexible, secure and truly mobile approach to ATM and kiosk deployment enables service-oriented businesses to deliver self-service capabilities where your company needs them the most. Wirelessly deploying ATMs and kiosks can help service-oriented companies boost sales, conduct more transactions, control operating costs and improve customer satisfaction levels.

Verizon Wireless Machine to Machine Services

For businesses looking to streamline operations, control costs and transform processes, wireless M2M communications represent potentially significant cost savings, new sources of revenue and entirely new business models. With Verizon Wireless Machine to Machine Services, you can collect data from remote locations; monitor, control and manage mobile assets; and enable electronic commerce.

The following diagram shows how self-service applications connect to your network infrastructure via secure broadband.

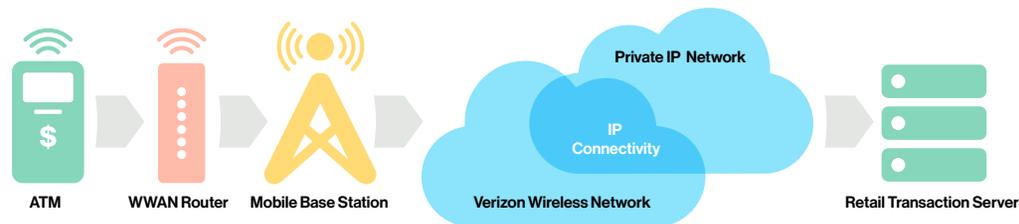


Figure 1:
Wireless terminal network connections

Learn more.

For more information about Verizon Wireless Machine to Machine Services and how they can transform your business, please contact a Verizon Wireless business specialist or visit verizonwireless.com/m2m