

## **M2M solutions for finance increase customer satisfaction with easier access to banking services.**

**Today's financial organizations need to constantly evolve in order to stay competitive in the marketplace.**

**verizon**✓

Increased demands, such as securing personal information, providing a seamless customer experience across delivery channels and maintaining business continuity, are critical to deepening your customer relationships and helping your business thrive. To gain real advantage, you need to optimize your operations by:

- Enhancing systems integrity and uptime.
- Improving security verification capabilities.
- Maintaining regulatory compliance.
- Controlling costs and increasing customer satisfaction with more efficient self-service options, such as ATMs and kiosks.

Machine-to-machine (M2M) technology can help your organization meet these needs through the exchange of data between your business infrastructure and remote assets. This enables you to quickly adapt to customer demands by analyzing and acting on the information intelligently. M2M technology empowers you to:

- Optimize revenue streams by decreasing disruptions in critical business functions.
- Secure customer data by providing device-to-device identity authentication protection.
- Increase customer satisfaction with self-service capabilities using wireless ATMs and kiosks.
- Improve monitoring and tracking with real-time access to transaction data.

## **Verizon Wireless LTE Innovation Center**

The LTE Innovation Center is a collaborative environment for Verizon Wireless technology partners and participant companies to quickly develop and bring to market innovative products and solutions that will run on the Verizon Wireless 4G LTE network. The LTE Innovation Center offers a state-of-the-art Long Term Evolution (LTE) lab environment and a range of premier services and support from Verizon Wireless, including product design, user experience testing and business development resources.

## **Transforming your business with M2M solutions**

Verizon enables M2M solutions for finance that help you:

- Increase operational efficiencies by monitoring, controlling and managing your remote assets.
- Accelerate decision making and response times to enhance the customer experience.
- Maximize revenue streams through infrastructure efficiencies that improve your return on investment.

## **Verizon Wireless Machine to Machine Management Center**

The M2M Management Center helps you:

- Manage, troubleshoot and control your M2M devices in near real time using a single portal.
- Securely connect smart devices, remote assets, machines and systems.
- Leverage the Verizon Wireless network.

Verizon brings together critical partners and a wealth of network experience to help you get your M2M solution in place—fast.

### **Partner ecosystem**

We team with top vertical-solution providers and strategic partners to enable M2M solutions over America's largest 4G LTE network.

### **Device and module portfolio**

Our vendor-partners have modules that are certified to run on our data network for a broad portfolio of M2M solutions.

### **Flexible pricing models**

Verizon provides competitive pricing and will work with your business to help you maximize value and efficiencies. Our pricing structures provide flexibility to address varying customer business models.

### **Network connectivity**

Because your business needs are unique, Verizon Wireless and its Partner Program members and Open Development partners offer a variety of solutions with different connectivity options. For static devices with low-bandwidth requirements, 2G or 3G connectivity is the right option for the price. Other uses, like streaming surveillance video, benefit from 4G LTE. With Verizon Wireless vendors, you have choices to enable the right solution for your network connectivity.

### **Open development**

The Verizon Open Development program is designed to allow and encourage the development community to create new devices and bring these to the market on the Verizon Wireless network. Our network currently has more than 7 million M2M connections and counting. Verizon Open Development providers can help you create cutting-edge M2M solutions for your business and customers.

### **M2M partner solutions for finance**

Every business can benefit from smart alliances. That's why we've teamed with leading solution providers to promote a range of innovative M2M solutions that can help you transform your business and reach your communication goals. Plus, we provide the expertise and experience you need to help you manage your solution from planning to implementation. For finance companies, we have included a sampling of solutions from our Partner Program members, Open Development programs and strategic partners. For a list of operational solutions, visit our solution finder at <http://solutionfinder.verizonwireless.com>

### **Wireless ATM**

Ventus fully managed wireless networks and Encore Networks wireless routers—which are fully managed nPhase® devices—provide connectivity solutions to help you manage self-service ATMs in remote areas, so you

can provide your customers with 24/7 access to banking services. The Encore C2C™ accommodates both traditional analog modem and Ethernet connections in the same device, improving service reliability and data throughput. With wireless ATM, your customers can conduct more transactions and you can save on your current capital expenditures while reducing your operating expenses.

#### **Wireless primary and backup**

Verizon Wireless primary and backup solutions offer a private IP connection between your enterprise network and your branch offices for seamless communications, so you stay operational even when landlines fail.

#### **Mobile branch**

With Cradlepoint® mobile broadband routers and service on the Verizon Wireless network managed by Verizon Enterprise, you get a mobile branch solution that is up and running quickly and gives you the ability to easily manage transaction data. Now you can deploy temporary branch offices where and when you need them, so you can attract new customers and provide convenient banking on the go.

#### **Use case: wireless ATM**

Convenient banking from remote locations.

#### **Challenge**

Your national bank has 650 off-premises ATMs located across the country. You want to provide convenient self-service banking to

your customers where they are, day or night. You also need to control costs associated with the installation and use of the ATMs, while maximizing uptime and maintaining secure access to transaction data.

#### **Solution**

- Encore or Ventus IP-based wireless network routers in remote ATMs
- Shared wireless wide area network (WWAN) connection to support multiple ATMs
- Verizon Wireless 3G and 4G LTE networks

#### **Results**

- Fast and easy deployment of self-service ATMs where you need them, in more locations, to better serve your customers
- Persistent, reliable connectivity for critical financial transactions
- Reduced operating costs by removing the need for wireline installments
- Increased capacity for ATM management, content distribution and advertising
- Ability to alleviate weather- or construction-related outages

#### **Use case: mobile branch**

Setting up new accounts on campus.

#### **Challenge**

Today's tech-savvy college students expect mobile banking capabilities to make their life easier. They want to be able to set up new accounts where it is convenient: on campus. As a branch office of a regional bank, you want to capitalize on this unique opportunity

### **Verizon Wireless Private Network**

Private Network works with all Verizon-certified M2M devices, providing:

- **Better security.** Traffic does not traverse the public Internet and is not comingled.
- **Better performance.** Data travels on a direct path to wireless devices, with no encryption required.
- **Network advantage.** Key features include Dynamic Mobile Network Routing, Verizon network performance and Verizon 4G LTE: America's largest 4G LTE network.
- **Scalability.** Private Network can be extended to thousands of devices.

by offering temporary offices at nearby universities for a few weeks, so students don't have to leave campus to open an account. Cradlepoint wireless routers provide fast, secure connectivity for mobile branches, using the Verizon Wireless Private Network.

#### **Solution**

- Cradlepoint MBR1200 mobile broadband routers
- Verizon Wireless Private Network

#### **Results**

- Faster time to market for new mobile branch locations
- Reduced cost of launching and operating temporary offices
- Secure access to back-end bank information systems
- Increased revenue streams as a result of new market opportunities

#### **The Verizon difference**

Verizon Wireless operates America's largest and most reliable high-speed wireless network. We build and manage networks that keep you connected when you are on the go. We provide the expertise you need to help efficiently transform your business with flexible pricing and business models, a broad portfolio of devices and modules, integrated services and the most advanced technology.

Products referenced are provided by Verizon Partner Program members, which are solely responsible for the representations of their product functions, functionality, pricing and service agreements.

Network details & coverage maps at [vzw.com](http://vzw.com). © 2015 Verizon Wireless.

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## **Next step**

Talk to your business specialist for more information about M2M solutions for finance or visit [verizonwireless.com/m2m](http://verizonwireless.com/m2m)