

NEWDOMINION BANK MODERNIZES SECURITY AND SELF-SERVICE AND STAYS AHEAD OF COMPETITION



NEWDOMINION
BANK,
CHARLOTTE,
NORTH CAROLINA

NewDominion Bank wanted to stay one step ahead in a modern and highly competitive banking market. Diebold provided ATM outsourcing and advanced security capabilities that proved to be both cost-effective and cutting-edge.

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Diebold Integrated Services helped NewDominion Bank create a modern, convenient, and cost-effective ATM network which includes: Opteva® ATMs, Agilis Campaign Office™ software, transaction processing, Intelligent Depository Module™ (IDM), Bulk Note Acceptor (BNA), FirstLine and SecondLine maintenance services, OpteView® Remote Services, Advisor® and Diebold client services. NewDominion Bank also expanded its security applications with hybrid DVRs, IP cameras and alarms.

NewDominion Bank knew that in order to stay competitive in a modern-day banking hub like Charlotte, NC. it had to look for new ways to differentiate itself within the marketplace. For NewDominion, providing cash management solutions through innovative technology systems has resulted in leading-edge solutions and rapid growth.

Searching for a like-minded technology integrator to assist with refreshing its security offerings and expansion into the ATM market, NewDominion partnered with Diebold, a company the bank felt offered the most comprehensive and innovative array of products and services. Diebold's fully integrated solution enables NewDominion to stay current with banking technology while maximizing customer interactions, all without having a capital outlay in hardware or software.

Creating a more personalized, convenient banking experience

Wanting to be responsive to its customers' growing needs, NewDominion expanded its services into the ATM channel. "Our customers wanted access to ATMs," said Todd

“Diebold is simply a leader in the industry.”

— Todd Barbee, senior vice president and Director of operations, NewDominion Bank

Barbee, senior vice president and director of operations, NewDominion Bank, “so it was important for us to enhance our delivery channel strategy and respond to our customers needs.”



Rather than creating an ATM department within the bank, NewDominion chose to outsource its ATM network. “It was more cost-effective to outsource our self-service channel, than managing it ourselves,” Barbee said. “It allows us to focus on our core competencies while Diebold upgrades and maintains the ATMs.”

Diebold Integrated Services is providing hardware, transaction processing, FirstLine and SecondLine maintenance services, currency management, remote services, client services and content distribution to NewDominion. Through the outsourcing agreement with Diebold, the bank is also utilizing the company’s deposit automation technology to help provide faster, easier and more automated deposits of cash and checks at the ATM.

Outsourcing has also allowed NewDominion to strengthen its brand, enhance interactivity and promote its products and services at its self-service channel with Diebold’s ATM marketing software. Revenue generation and cross-selling opportunities no longer require face-to-face transactions. Rather, a well-defined self-service strategy is providing customers with a highly personalized consumer experience.

Enhancing security, increasing reliability

Moving its headquarters to a new location provided the bank with an opportunity to convert its legacy analog security equipment to IP technology. Diebold provided an advanced, end-to-end security system to NewDominion that integrated hybrid DVRs, digital IP cameras and alarms.

Becoming an early-adopter of the IP security technology, Diebold replaced NewDominion’s older analog cameras with IP cameras that capture and send real-time digital video via an IP network connection. The progressive scan technology has resulted in a superior image quality for the bank, while intelligence at the camera offers more options for viewing, recording and analyzing video. As a result, NewDominion is able to make better and faster decisions to more effectively secure its customers, employees and assets.

The bank also relies on Diebold’s monitoring services for its around the clock security monitoring. NewDominion received a customized response plan for each of its facilities and is able to check alarm activity, update contact information, test alarms and view reports from any computer, any time of the day or night. The bank reports that security has improved significantly as a result of the IP cameras and alarms, along with Diebold’s monitoring service.

NewDominion Bank gained a considerable competitive advantage when it decided to upgrade and expand its security services, while outsourcing its ATM network to Diebold. “We had a vision, we depended on Diebold to make it happen and they did,” Barbee said. “Diebold is simply a leader in the industry.”

Call on Diebold for the latest in product, service and security solutions.
Since 1859, Diebold has put the customer first.

Contact Information:
Diebold, Incorporated
5995 Mayfair Rd
North Canton, Ohio 44720

E-mail: info@diebold.com
www.diebold.com

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