



**EVERLINK®**

# HTML or Graphics File Updates

## CHALLENGES

- Are you incurring costly and time-intensive manual labour due to a lack of a method to remotely update your ATM with new graphics?
- Have you considered your ATM as a customer-facing channel to promote your products and services?

## FEATURES

- Increased revenue growth, brand awareness and operational efficiencies as you update your HTML or Graphic files to all your ATMs in a matter of minutes via the Remote Software Manager (RSM) solution.
- Your Financial Institution utilizing an HTML or Graphic File on their ATM will submit the updates to the Everlink NCSC (National Client Support Centre) which will be responsible for scheduling the production distribution of the update through its Remote Software Management product.

### PREREQUISITES

1. Remote Software Manager (RSM)
2. ATM is capable of graphic or HTML screen display

## WHY EVERLINK . . .

- 99.97% Network Reliability (2008)
- 3.8 Million National Customers
- 375 Credit Unions, 30 Schedule I, II and III Banks and FI's
- 796 Million Debit & Credit Card Transactions Annually - Totaling \$25 Billion in Transactional Value
- 86% of Canadian Credit Unions use Everlink Switching & ATM Driving / Monitoring
- EMV End-to-End Deployment, Banking
- EMV K-W Trial participation
- EMV Interac Certified (SCD, Oct '07)
- ISO-POS and WL ATM Specialist
- 5 National Group and Intercept Processors
- Majority owned by Metavante, a \$1.6 Billion USD public company (NYSE "MV") - with a \$2.4 Billion USD market capitalization (August 2008) and over 8,000 Financial Services clients globally

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## BENEFITS

### Revenue Growth

- Communicate financial campaigns to your cardholders using the ATM as a powerful customer-facing channel.

### Increased Brand Awareness

- Personalize your ATM user experience.
- Your ATM fleet now provides you with a visible and prominent communication tool to promote your products and services.

### Reduce Costs

- Eliminate costly vendor outsourcing for re-programming, implementation and installation.

CUSTOMER ONE # of ATMs . . . . . 10	CUSTOMER TWO # of ATMs . . . . . 20	CUSTOMER THREE # of ATMs . . . . . 45
Current Costs / update: <b>\$750</b>	Current Costs / update: <b>\$1,500</b>	Current Costs / update: <b>\$3,375</b>
File Update Cost / update: <b>\$500</b>	File Update Cost / update: <b>\$475</b>	File Update Cost / update: <b>\$475</b>
Projected Savings / update: <b>\$250</b>	Projected Savings / update: <b>\$1,025</b>	Projected Savings / update: <b>\$2,900</b>
<b>33%</b>	<b>68%</b>	<b>86%</b>
<b>ATM PRODUCTIVITY INCREASE / update: 75%</b>		

Above projections are for illustration purposes only. Actual savings may vary based on options, customer practices and operations.