


UWS
one to one OMNIA

AURIGA
the banking e-volution

WWS One to One OMNIA

Powerful Personalised Marketing Solution



WWS One to One OMNIA (WWS OTO OMNIA) is a robust and proven ATM marketing solution that transforms the impersonal self-service device into a personalised communication channel and delivers a more engaging experience for your customers.

With WWS One to One OMNIA you can maximise the potential of each customer interaction through targeted marketing messages and product offers.

Searching for ways to grow product revenues?

The ATM channel remains a very popular banking service for consumers and the most frequently used point of contact between the bank and its customers. The intelligent WWS One to One OMNIA features enable banks to fully customize their marketing and sales opportunities to suit an individual customer's needs and preferences. Customers respond more positively to product offers that are relevant to their own circumstances. WWS OTO OMNIA ensures that your customers receive offers and promotional information that is directly aligned with their needs. For example, financial institutions can selectively promote specific credit card, mortgage or other financial products to those ATM users who are prequalified.

Searching for ways to attract new customers?

The convenience of the ATM channel continues to be highly valued by consumers. While many customers prefer to use their own bank's ATMS many others will readily use the machine that is closest to them. For progressive institutions these non-customer transactions are an ideal opportunity to solicit new customers. A compelling transaction experience coupled with attractive account opening incentives can be an important element of any customer acquisition strategy. WWS OTO OMNIA makes it easy to target non-customers with sign-up offers and promotions highlighting the institution's unique advantages.

Searching for ways to better understand your customers' preferences?

Knowledge about your customers is a critical element in the struggle for customer loyalty and improved profitability. WWS OTO OMNIA is a valuable addition to any customer relationship program thanks to its ability to directly gather customer preference information using interactive marketing campaigns. For example, a promotion on Car Loans can include a clarifying question of "Are you interested in more information?" Customers can easily confirm their interest using the predefined response options. The customer feedback information is immediately captured for analysis and follow-up.

Searching for ways to generate new revenue streams?

The marketing of products and services through the ATM channel is an attractive option to augment or replace traditional direct mail advertising. A typical transaction cycle includes several natural waiting points, for example during authorisation, while the cash is being dispensed, and while the receipt is being printed. These Marketing Points are ideal opportunities to promote partner products and special offers without causing any delays in servicing your customer's needs. Location and time sensitive campaigns that advertise partner products can be particularly profitable - for example, special offers for coffee or fast foods at train stations and other high volume commuter areas.

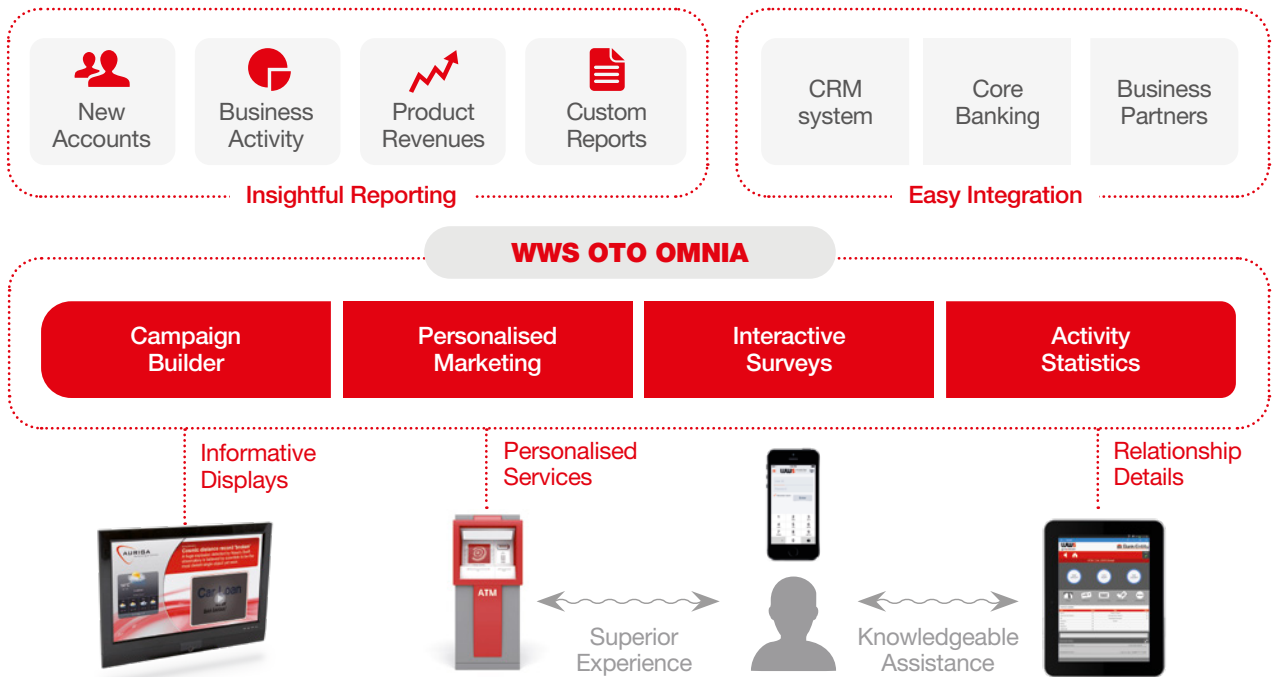
In addition to third party advertising strategies WWS OTO OMNIA also facilitates additional revenues through the sale of third party products including prepaid vouchers for music, online gaming, mobile phone top-up, entertainment or travel tickets, bill payments and government taxes.



Empowered Brand Experience

The proliferation of advanced self-service devices and mobile banking provide the clear benefit of “any time access” to banking services. The automation of routine transactions is readily embraced by customers and enables banks to secure substantial cost savings in the provision of high volume, low value transactions. However, the widespread use of service automation can have negative consequences if it is applied without consideration to the needed ‘human-touch’ or the provision of an integrated and personalised experience.

WWS OTO OMNIA overcomes the drawbacks of large scale service automation by creating a truly integrated and empowered brand experience for all of your customers. WWS OTO OMNIA provides a comprehensive suite of marketing and personalised service options that strengthen the customer’s loyalty and engagement with their bank.



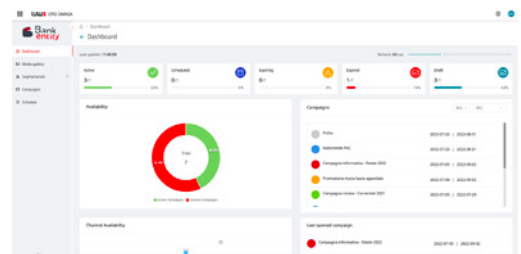
WWS OTO OMNIA allows banks to easily qualify their customers’ preferences using interactive surveys through the self-service, mobile and PC banking channels. These preferences can then be used to personalise and enhance each customer’s banking experience. With WWS OTO OMNIA customers can even create their own ATM menus listing their own preferred transactions for the ultimate in time saving convenience. WWS OTO OMNIA also streamlines the assisted self-service experience by providing real time customer information to the branch agents including their account history, their preferences, and the follow up actions based on the customer’s demographics and product interests.



Powerful Business Insights

WWS OTO OMNIA’s Performance Tracker quickly identifies how often each campaign has been displayed to a customer. In the case of interactive campaigns WWS OTO OMNIA also records the customer feedback selections and reports on the aggregate selection totals.

WWS OTO OMNIA also securely records the card PAN associated with each campaign displayed for further analysis. WWS OTO OMNIA can also deliver the campaign display history for a specific customer in real time to facilitate more informed interactions with the customer. For example, a branch agent can receive the marketing campaigns already presented to the customer including their responses to interactive surveys. The branch agent can also receive additional relevant product information and follow up actions specific to that customer.





Features at a Glance

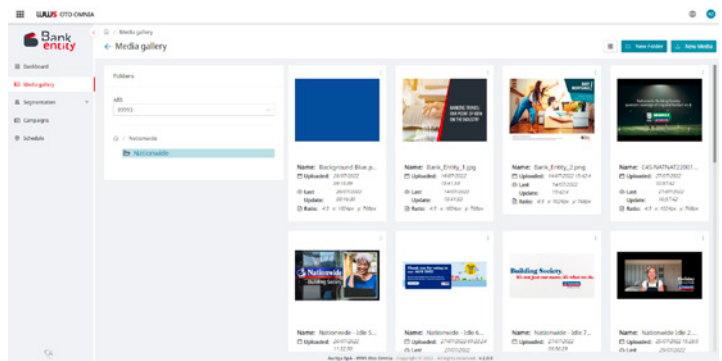
WWS OTO OMNIA is a complete marketing solution for the ATM channel and can be easily extended to deliver a unified marketing strategy through Digital Signage displays, PCs, mobile devices, ATMS, kiosks and ASD. WWS OTO OMNIA features include:

- ✓ Multi-media campaigns at the ATM/ASD during the 'Idle loop' and Marketing points
- ✓ Interactive marketing surveys provide immediate feedback on customer needs and preferences
- ✓ Optional integration with in-branch digital signage.
- ✓ Third party promotional offers including the dispensing of electronic and printed coupons
- ✓ Easy integration with CRM systems for fully personalised marketing messages and promotional material
- ✓ Integrated campaign editor simplifies the task of creating new campaigns
- ✓ Fully automated distribution of new campaigns to all devices for trouble-free operations



Easy Campaign Creation, Easy Deployment

WWS OTO OMNIA features drag and drop campaign editor that simplifies the creation of marketing campaigns. The campaign editor supports video, images, audio clips, wallpaper images, and text using a drag and drop editor. Multiple campaigns can be created and linked to specific display triggers including institution identifiers, geographical regions including provinces and cities, user defined ATM groups and user defined card PAN groups.



WWS OTO OMNIA supports a standard Maker-Checker model for the creation and deployment of marketing campaigns. Different access privileges can be assigned to staff involved in the creation of new campaigns and the personnel responsible for the deployment of approved campaigns into production.

WWS OTO OMNIA also includes a complete file distribution sub-system for the automated distribution of media resources to all devices in the network. Intelligent scheduling ensures that the updating of marketing campaigns has no impact on operational performance, even in the case of low bandwidth networks.



True Multi-Vendor Solution

Auriga is a vendor independent software provider and is fully committed to providing true multi-vendor ATM marketing solutions. WWS has been independently certified on a comprehensive suite of ATMs, ASD, deposit, and cash recycling machines. Auriga is continually engaged in terminal certification for an increasing range of vendors and models covering cash only devices, deposit, recycling, kiosks, and sophisticated multi-function devices. The coordination of the certification is typically a coordinated joint effort with the ATM vendor's engineers often participating in the testing alongside the Auriga team.

With WWS OTO OMNIA banks and financial institutions can enjoy complete peace of mind and freedom when selecting the hardware devices that best support their business goals. The superior operational performance of WWS is assured regardless of the size of the network or the mixture of ATM hardware involved.