



NCR EasyPoint™ 55

MORE RESULTS

What is the EasyPoint 55?

The EasyPoint 55 is a PC driven, fully configurable ATM designed with the retail environment in mind. It excels in low to medium footfall locations, with ease of replenishment, servicing and management it maximises profit per square foot where space is at a premium. With an integrated lighted logo panel, the EasyPoint 55 offers opportunities for own or third party advertising, low cost promotion and extension of your brand.

Additional value added services enabled by the PC can be offered through NCR's *iATM*global such as mobile top up or movie ticket purchasing.

This transforms the ATM into the ultimate destination for convenience, making the ATM profitable at sites that were not traditionally considered suitable for an ATM.

The value to both financial institutions and retailers is significant, with revenue from fees, an increase in footfall, higher basket spend and improved customer convenience and loyalty.

MORE RESULTS

- Low total cost of ownership allows placement in sites previously not cost effective for ATM placements.
- Every \$40 withdrawn from an ATM in a retail location generates up to \$1 in incremental profit for the deployer.*
- Up to 25%** increase in store turnover as a result of increased footfall to retail locations.

The EasyPoint 55 offers:

- Offers up to 2 cassettes allowing lower cost replenishment and a high cash capacity.
- PC driven to enable web based e-Commerce transactions.
- Encrypting PIN Pad (EPP).
- The EPP is capable of supporting remote key download - for enhanced security and lower cost of ownership.

Why NCR?

More retail ATMs deployed worldwide than any other supplier (over 100 countries).

End-to-end solution, including comprehensive support and services capability.

Complete hardware portfolio to suit all footfall volumes and locations.

Proven success and leadership in both financial self-service and retail.

Financially robust company with a clear commitment to retail deployment of ATMs.

* Source based on NCR experiences
** Source Convenience Store Location

