



ATMContent Manager™

Content Management for ATM Marketing



The only solution you need to manage screen and receipt content on your multi-vendor ATM portfolio

ATM MARKETING MADE EASY!

Changing ATM screen graphics and customizing receipt content is a complicated and costly chore, especially frustrating for organizations with multi-vendor ATM portfolios. TEKchand provides a proven and reliable application that removes the frustrations and delivers a product that is Easy to Implement and Easy to Use. *ATMContent Manager* eliminates the familiar roadblocks of Host changes, proprietary vendor specific platforms, and ATM hardware or software changes, enabling you to get started quickly with a plug and play solution.

CHANGE CONTENT AS OFTEN AS YOU WANT ON ALL YOUR ATMS

Self-managing your high impact marketing messages is easy with our simple yet powerful web user interface, where you can effortlessly change content as often as you want. More importantly, ACM handles the ATM vendor specific content rules and nuances from behind the scenes, giving you the power to control marketing screens for all your ATMs via a single platform. With 14 years of subject matter expertise and experience, let us help you take control of your ATM marketing.

Key Features

- ✓ **Provides graphics support for all primary marketing screens** – Attract, Welcome, Wait, Thank You, Out of Service and Other Consumer Flow Points.
- ✓ **A dynamic campaign management and delivery system** can target content based on geography, language, time of day, card issuer (BIN) or customized ATM groupings.
- ✓ **Campaigns can be scheduled for immediate distribution/play on a device, or tagged for future play**, along with a pre-defined end date when the marketing message reverts to generic screens.
- ✓ **Multiple user access is provided without compromising system security** through a multi-administrative structure so only approved content is implemented.
- ✓ **3rd Party Advertising Support** via a separate web module and powerful campaign reservation system for Advertisers to schedule and self-manage advertising

Additional Features

- ▶ Current devices supported in production include: **NCR AANDC, EDGE™; Diebold TCS Plus, Agilis™ 2.x, 3.x; Hyosung Money-pass2™, Wincor ProCash™.**
- ▶ **Comprehensive Analytics** to monitor, track, and report current campaign performance, plus view historical campaigns results.
- ▶ **Supports HTML based media rich content** on web-capable ATMs.
- ▶ **Designed for Managed Services** – Our Multi-institution structure allows service aggregators to offer ACM as a hosted solution to financial institutions.
- ▶ **Local Screen Customization** allows you to overlay graphics on the key marketing screens or the entire ATM screen flow, **without HOST changes.**
- ▶ **AVI/MPEG content support** for clients who want to use movies clips for marketing content on attract sequence

For more information about **ATMContent Manager** or the **ATMLive Manager** Platform, contact **TEKchand LLC**, at sales@tekchand.com or call 1-888-512-0462



TEKchand CORPORATE HEADQUARTERS
211 W. Wacker Drive, Suite #1010, Chicago, Illinois, 60606
www.tekchand.com | sales@tekchand.com

ATMContent Manager™

UNLOCK THE VALUE IN YOUR ATMS



ATMContent Manager

TECHNOLOGY OVERVIEW

ATMContent Manager is part of the **ATMLive Manager** Software, a Service-Oriented Integrated Solutions Delivery Platform. The software platform delivers a suite of products that can be deployed individually, or as part of a combined product suite. This has resulted in a deployment philosophy of “only what you need, when you need it”.

The **ATMLive Manager** Platform is a powerful server-side engine with multiple web services based interface options to support ANY ATM configuration and deliver the solutions to the endpoints. The power of the modular client-server architecture platform comes from **TEKchand's** guiding product design principle -- to deliver solutions that are quick-to-market, easy to operate and manage, cost effective to implement, and achieved with PCI compliance in mind. All products in **TEKchand's** suite are engineered to work across all multi-vendor ATM applications and DO NOT require any ATM hardware or software changes to implement.

Architecturally, a “thin” client ATM agent approach is utilized to be least intrusive to the native ATM Application enabling quick certification. An intelligent “Device Handler” business layer incorporates the ATM Application vendor interface requirements, and a Web-based multi-admin user Interface conveniently manages all product roles and functions. While the “heart” of **ATMContent Manger** is its Content Distribution System, its “brain” is the pre-programmed vendor specific rules for content presentment on the ATM. Based on these rules, the server-side programs create a unique campaign object for each device type. The campaign object is then remotely distributed and activated on each hardware vendor’s ATM by the **TekEx Agent** installed on that device.



ATMLive Manager Platform

One Platform | Multiple Solutions | Any ATM

Many financial institutions and credit unions lack the in-house infrastructure to easily operate a content management solution, and are simply left out of the competitive arena. **ATMContent Manager** gives any financial institution, regardless of size, world class marketing capability for its most frequented customer touch point.

NO SUBSTITUTE FOR EXPERIENCE

TEKchand clients benefit from over 14 years of experience and detailed expertise from working with all major ATM applications in varied and often complex networked environments, assuring a smooth and problem-free implementation.

Solution Delivery Requirements		
ATM Host Interface Changes?	TekEx ATM Agent Required	ATM Configuration File Changes?
NO	✓	NO



ATMLive Manager

ACM is part of the **ATMLive Manager** Platform, and the starting point for improving the customer experience at the ATM. Join that with **Cardholder Preferences** and **PwrCRM** products to complete the roadmap to transform any ATM portfolio into a personalized, robust visual experience and interactive marketing driven sales platform.

Let TEKchand Unlock the Value in Your ATMs.....TODAY!

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