

Completely revised and updated

THIRD
EDITION

The only comprehensive analysis of off-site ATMs.

An invaluable source of strategic information for all organisations involved in or looking to enter this fast growing sector.

Off-site ATMs Europe

“Outstanding professional experience in the area of banking and payment systems”

The European Commission



RETAIL BANKING RESEARCH

Off-site ATMs Europe

27 country reports including 10 new markets in Central and Eastern Europe

Off-site ATMs are driving ATM growth in Western, Central and Eastern Europe. Deployers and suppliers need to keep abreast of market trends in order to provide their customers with the most competitive service.

In response to the ongoing demand for information on this increasingly important sector, RBR has published a completely new edition of Off-Site ATMs Europe. For each country, the report answers key questions such as:

- How developed is the off-site sector?
- Who are the leading buyers and suppliers?
- Are there opportunities for new deployers?
- Have disloyalty fees impacted customer behaviour?
- What are the attitudes towards, and what is the legality of, surcharging?
- How can non-banks gain access to cardholders?
- Which retailers are hosting or deploying ATMs?
- How is the off-site sector expected to evolve?

The report is an invaluable source of information for companies developing market strategies, planning new products, and deciding how to exploit the opportunities that the off-site ATM market affords.

Off-site ATMs Europe is carefully structured to allow comparisons between countries. Companies can evaluate their own off-site ATM strategy and benchmark performance against competitors.

The report offers in-depth information on 27 countries and comprises 700 pages and over 350 tables and graphs. Qualitative sections highlight key issues in each market.

The basis for practical decision making

The report is an invaluable tool and data resource for planning new products, improving existing services, developing market strategies, and deciding whether, or how, to enter new markets.

The following types of organisation will benefit from this report:

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| ATM manufacturers | Technology suppliers |
| Financial institutions | Security companies |
| Independent ATM deployers (IADs/ISOs) | Service and maintenance providers |
| Network operators | Retailers |
| Software suppliers | Consultants and analysts |

Licence options:

	Printed only	Electronic and printed		
		Single-user	Multi-user single-region [†]	Multi-user multi-region [†]
Number of users	1-2	1-2	Unlimited within region	Unlimited
Printed copies	1	1	2	3
Electronic copy (pdf)	No	Yes	Yes	Yes
Intranet use	No	No	Yes	Yes

[†]Our licensing regions are: Asia-Pacific, Americas and EMEA (Europe, Middle East and Africa)

Outline of the report

The report is organised into 2 parts:

Part One: International Overview

The extensive international overview compares in detail the development of each of the countries. Graphs and tables highlight the key features of each market, such as: levels of deployment, usage, location and manufacturer market shares.

Part Two: Country Reports

The full report comprises 27 country reports: Austria • Belgium • Bulgaria • Croatia • Czech Republic • Denmark • Finland • France • Germany • Greece • Hungary • Ireland • Italy • Netherlands • Norway • Poland • Portugal • Romania • Russia • Slovakia • Slovenia • Spain • Sweden • Switzerland • Turkey • Ukraine • United Kingdom.

Each country report covers:

- Off-site market overview and structure
- Off-site ATM market size and growth
- Profiles of leading off-site ATM deployers
- Deployer market shares
- Locations and site-owners
- Manufacturer market shares
- Transaction volumes and values
- Network access (banks and non-banks)
- Fees including interchange and surcharge
- Future outlook and forecasts

Methodology

RBR contacted off-site ATM owners, operators and networks in each country as part of a comprehensive survey backed up by telephone interviews and desk research.

The information in Off-site ATMs Europe is not available from any other source.

About RBR

RBR is recognised as a leading strategic research and consulting firm with over two decades of experience in retail banking, banking automation and payment systems.

Research

Our research is independent and specialised, leveraging an extensive network of experts around the world. We publish detailed, industry-leading, strategic market research reports.

Current titles include:

- ATMs and Cash Dispensers Western Europe**
- ATMs and Cash Dispensers CEE**
- Global ATM Market and Forecasts**
- Deposit Automation**
- Teller Assist Units**
- Payment Cards Western Europe**
- Payment Cards CEE**
- Prepaid Cards**
- Merchant Acquiring in Europe**
- Interchange Fees**

For more information visit www.rbrlondon.com/reports

Consulting

Our consulting is facts-based and analytically rigorous, something that sets us apart from other firms. We support our clients with information, analysis and advice that allows them to make better, more informed, decisions.

RBR regularly undertakes the following types of assignment:

- Conducting Strategic Reviews**
- Assessing International Market Opportunities and Entry Strategies**
- Evaluating Business Cases for New Products and Services**
- Forecasting Demand for Products and Services**
- Undertaking Case Study Research and Regulatory Analysis**

Banking Automation Bulletin

Our research newsletter, Banking Automation Bulletin, is published 12 times per year. It presents objective analysis and insight by experienced consultants on developments in banking and payment automation worldwide.

Every issue carries exclusive extracts from RBR primary research and features a detailed country profile. If you would like to subscribe to the Bulletin, or discuss advertising opportunities, please contact us.



