

**DIEBOLD NIXDORF PERSPECTIVE**

# How globalisation and centralisation can support local efficiency

By Julie Osborne, Global Vice President and Head of Managed Services, Diebold Nixdorf

A frequent conversation in our industry is the dilemma over centralisation versus localisation. We see this challenge whether we're collaborating with global financial institutions (FIs) or regional operations, and it's exacerbated by the wide range of functions that are under scrutiny: ATM network supervision, branch lifecycle management, IT management and implementation, transformation projects, and more. It's critical that FIs have the right conversation about how to manage their own peripheral needs while focusing more on their customers' needs.

Severe headwinds are coming in many forms. The old days – when banks were stalwarts in the community and networks were smaller and less complex – are gone. Today, the market is flooded with non-traditional fintech competitors offering solutions to both digital natives and a more tech-driven general population that is clamouring for innovative, omnichannel interactions. The branch has become just one option out of many.

In response, FIs have worked diligently to expand their delivery channels, resulting in a complicated ecosystem that must be managed and monitored (and cost controlled). And compliance requirements have become increasingly difficult to navigate. Banks are under significant cost pressure at both the global and local level, yet must work harder than ever to drive efficiency and enhance consumer experiences. FIs must ask themselves, where does customer experience fit into this puzzle – how much of a priority is it to our continued success?

Partnering with the right managed service provider (MSP) can answer that question. An external partner can adhere to an FI's highest standards for service availability across all channels and locations, because that's their top key performance indicator. An MSP can provide guidance and expertise for proactively implementing security measures, performing compliance checks, and delivering real-

time reporting. A provider with the right portfolio of solutions can become a true partner, providing end-to-end (E2E) centralised support that enables bank staff to prioritise customer experience.

Consider some of the ways an MSP can create meaningful change:

*Fresh ideas.* The right external partner can provide FIs with the benefit of global and local expertise. They can offer local experts with a deep knowledge of a particular region and global experts who have a broad, high-level understanding of major industry challenges and relevant proven solutions.

*Economies of scale.* Global MSPs like Diebold Nixdorf have the ability to drive down costs through economies of scale and best practices sharing. For example, they can reduce installation and deployment costs at an ATM network by up to 50%, thanks to a network of service professionals, E2E local coverage capabilities, remote monitoring and a strong bargaining position.

*Global and local partnerships.* In the debate over globalisation vs. localisation, partners like Diebold Nixdorf can help bridge the divide at the outset. We work with our clients both in-region and from a holistic perspective to determine the proper strategic roadmap for change. We can advise on the best opportunities for cost saving synergies, solve local security challenges, manage deployments and upgrades, and tailor services and solutions.

Flexibility and the willingness to co-create and innovate, rather than a one-size-fits-all approach, should be the key attributes to look for in an MSP. FIs can then steer their staff toward solutions that simplify internal processes, increase availability, drive efficiencies and free employees to focus on the core business. Modular, multi-vendor, scalable solutions – provided by a single point of contact with E2E capabilities – can provide the infrastructure and support to make it happen. ■

For more information about managed services and solutions, go to [DieboldNixdorf.com/managedservices](http://DieboldNixdorf.com/managedservices).



Julie Osborne  
Diebold Nixdorf

**Flexibility and the willingness to co-create and innovate, rather than a one-size-fits-all approach, should be the key attributes to look for in an MSP**

**DIEBOLD  
NIXDORF**