



## PRESS RELEASE

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London, 13<sup>th</sup> February 2023

### **RBR launches Global ATM Intelligence Service to help executives navigate changing retail banking landscape**

*With retail banking and customer behaviour continually evolving, adaptation is the name of the game, and staying abreast of market trends is more important than ever*

#### **Ongoing service helps banks and suppliers understand challenges and opportunities**

Retail banking is changing, as consumer payments habits evolve and banks reshape their physical distribution networks. Banks face a multitude of choices to ensure they offer the right services in the right places. How many ATMs are needed? Where? Of what type? What software and services support them? And do they even need to operate the ATMs themselves?

Financial institutions are defining future business and operational models for the ATM channel, and suppliers are assessing how to meet banks' evolving requirements. If change is the only constant, then the power to adapt has never been more important. RBR's [Global ATM Intelligence Service](#) helps clients to continually assess challenges and identify opportunities.

#### **News, data, insights and support brought together in a unified offering**

The *Global ATM Intelligence Service* leverages RBR's international expertise and unparalleled primary research programme, and incorporates its comprehensive ATM market report and database.

RBR's monthly research newsletter, *Banking and Payments Bulletin*, provides coverage of ATMs, alongside the developments in cards, payments and digital banking that influence the future of self-service.

Regular videos explore key industry trends – the first of the series will analyse the evolution of ATM pooling and evaluate its potential for further industry disruption. Subscribers can connect directly with sector and country experts at any time, to dig deeper into topics of interest, and assess what wider industry changes mean for their organisations.

#### **Deeper engagement builds on unmatched ATM expertise**

The *Global ATM Intelligence Service* builds on RBR's 30 years of experience delivering insights to banks and their suppliers. Rowan Berridge, who leads the firm's work in the banking automation sector, remarks "*We are looking forward to deepening our engagement with clients. This service will be invaluable for banks as well as suppliers of ATM hardware, software and services, as they seek to navigate a changing landscape*".

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#### **Notes to editors**

RBR is a strategic research and consulting firm with three decades of experience in banking and retail automation, cards and payments. It assists its clients by providing independent advice and intelligence through published reports, consulting and data services, newsletters and events.

For more information about the *Global ATM Intelligence Service*, please email Rowan Berridge ([rowan.berridge@rbrlondon.com](mailto:rowan.berridge@rbrlondon.com)) or call +44 20 8831 7311.

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