

## Diebold named among industry list of 10 Best Outsourcing Services Companies

*Datamonitor acknowledges multiple benefits of financial industry outsourcing trend*

Kolkata, West Bengal, July 1, 2009 /[India PRwire](#)/ -- As evidence of the company's success in delivering world-class services for financial institutions' non-core operations, Diebold, Incorporated (NYSE: DBD) was listed among the International Association of Outsourcing Professionals (IAOP) **10 best outsourcing providers within the services industry in the recently released 2009 Global Outsourcing 100™ rankings**

In addition to "Best 10 Leaders by Industry Focus: Services," Diebold improved its overall position from the 2008 rankings in its third consecutive year on the list. The Global Outsourcing 100 includes the world's top outsourcing service providers and consulting companies in a range of industries.

Industry analysts are acknowledging the many benefits of strategic outsourcing for financial institutions. According to "ATM Fleet Refresh in the Shadow of the Financial Crisis," a recently published opinion piece by Jaroslaw Knapik, analyst – financial services technology, of independent market analyst, Datamonitor, "ATM management outsourcing is a growing area and is being considered by many banking executives these days, especially by those who struggle to get capital for their investments but still have to compete for new clients, improve service levels and tackle their aging technology assets." Further, Knapik wrote, "banks need to carefully analyze the total cost of ownership that is associated with the overall fleet management of ATMs, and benchmark it against vendors' rates for outsourcing services."

A North American survey of 80 IT decision makers within retail banks conducted by Datamonitor in the fourth quarter of 2008 found that business process outsourcing is high on CIOs' agendas as one of the major strategic goals for 2009.

"ATM management outsourcing, in the current severe economic environment, is growing beyond optimizing a financial institution's self-service network," Knapik said. "The most successful providers are increasingly viewed by FIs as strategic and trusted advisors that serve as single points of contact for everything from managing uptime to remote network monitoring to currency management. Ultimately, the most innovative vendors will drive the creation of newer, more efficient ways of doing business and help FIs to remain competitive by differentiating themselves from less progressive competitors."

Diebold's typical outsourcing customer is anything but typical, ranging from the largest financial institutions with a global footprint to smaller credit unions. These customers' needs range from full IT outsourcing requirements – including the self-service channel and security – to select pieces of the infrastructure, such as currency management or monitoring. Last year alone, Diebold personally met with more than 1,000 banking executives representing more than 500 financial institutions around the world who were exploring various forms of outsourcing.

"Having a single point of contact for all matters related to our ATM fleet, especially when it's the manufacturer of the product, makes our business easier to manage. It streamlines our processes and it gives us the ability to upgrade our offerings as new services are released and we're able to grow into them," said Marlon Mayfield, executive vice president and director of information systems, Community Bankshares. Community Bankshares, Inc., a bank holding company with community banks in Georgia and Alabama, entered into an outsourcing engagement with Diebold in 2007.

Globally, Diebold employs thousands of service and support professionals, all working to provide financial institutions with standard-setting advancements that lead to customer retention and increased revenues, including debit card processing, deposit and teller automation technologies, automated teller machine (ATM) marketing and integrated security programs through a professionally managed implementation strategy.

"As evidenced by this business segment's 30 percent growth in 2008 and double-digit growth within the last four years, Diebold's Integrated Services® outsourcing solution is becoming a critical strategy for financial institutions," said Charles E. Ducey, Jr., senior vice president, global development and services, Diebold. "Outsourcing with

Diebold enables financial institutions to easily upgrade to cutting-edge technologies backed by expert service and support without a large capital commitment, which frees them to focus on delivering the quality customer service that boosts sales.”

Diebold was named to eight additional IAOP sublist honors, including Best 10 Leaders in No. of Centers Worldwide; Best 10 Most Company Presence; Best 20 Companies by Industry Focus: Services; Best 20 Leaders by Service Offered: Customer Relationship Management; Best 20 Leaders by Service Offered: Transaction Processing Services; Best Five Leaders by Region Served: South America; Best 20 Leaders by Region Served: India; and Top 10 List Climbers.

## **Notes to Editor**

### **About IAOP**

The International Association of Outsourcing Professionals (IAOP), with 40,000 corporate, professional and associate members worldwide, is leading the effort to transform the world of business through outsourcing. Its client-side members are, on average, responsible for \$60 million per year of outsourcing spending. For more information, visit [www.outsourcingprofessional.org](http://www.outsourcingprofessional.org).

### **About Diebold India**

Diebold India is a wholly owned subsidiary of Diebold, Incorporated and is headquartered in Mumbai, India, with an infrastructure supporting more than 780 locations across the country. A leader in managed services for ATMs in India, Diebold provides services 24 hours a day, seven days a week to more than 11,000 ATMs in the country.

### **About Diebold**

Diebold, Incorporated is a global leader in providing integrated self-service delivery and security systems and services. Diebold employs more than 17,000 associates with representation in nearly 90 countries worldwide and is headquartered in Canton, Ohio, USA. Diebold is publicly traded on the New York Stock Exchange under the symbol 'DBD.'

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