

ATM Image Guard™

ATM Cleaning and Refurbishment Services by EFMARK Premium Armored

You work hard to make sure your ATMs are continuously available to your customers by choosing service providers you can depend on. You invest in sophisticated tools to immediately identify when a machine is down or out-of-cash so problems can be quickly resolved.

Unfortunately, all the automated procedures in use today can only report on the interior condition of an ATM, not the exterior. If an ATM on your network is visually unappealing, but still dispensing cash properly, the problem may never get reported. Your customers will simply find another ATM and you'll never know exactly why the transaction volume dropped.

As the premier provider of innovative single source ATM solutions, EFMARK Premium Armored is continually expanding our service portfolio to deliver financial institutions one seamless solution for all their ATM management needs.

Designed to create superior value for customers, EFMARK's ATM Image Guard™ cleaning and refurbishment ser-

vices now enable you to monitor and control the appearance of your ATMs, along with their functionality. Our flexible ATM Image Guard services include:

- ATM Cleaning
- Fascia, Surround and Kiosk Refurbishment
- Sticker and Sign Replacement
- Compliance Audits



SOLUTIONS

Reliable Cleaning Services

A-to-Z Audits

Expert Refurbishment

Turn-key Branding Solutions

Compelling Signage

Comprehensive Compliance Evaluations

SOLUTIONS

*Appealing ATM
environment that
attracts and
retains customers*

Reliable Cleaning Services



Grime and graffiti send a message that vandals spend more time at the ATM than your maintenance crews do. Our trained technicians thoroughly clean ATMs using specialized chemicals, cleaning tools, and processes. We evaluate wear and damage at each cleaning visit, and

we store digital photos of each location in a password-protected Web database so additional service can easily be coordinated. We are also available for on-the-spot maintenance requests, including graffiti removal and vehicle damage to the ATM.

A-to-Z Audits

An effective image maintenance program starts with a one-time audit and regularly scheduled cleaning visits. Using the audit data, we are able to optimize your cleaning schedules, prioritize maintenance recommendations, estimate budget needs, and respond quickly to future replacement sign and part requests from your organization. This all-inclusive ATM Image Guard audit service provides a complete view of your ATM user experience, including:

- Current cleanliness, updated with each visit and evaluated to discover patterns that can be used to optimize your cleaning schedule

- Condition and currency of all signage, logos and stickers, as well as construction information to facilitate easy replacement in the future
- Presence of all appropriate customer notices
- Compliance with ADA standards in areas such as depth, reach and audio jack functionality
- Consistency of brand application, including use of your logos and colors
- All instances of wear, damage, or vandalism, with immediate escalation of extremes
- 360-degree digital photos of all ATMs and ATM-related signage stored in a password-protected, searchable Web database

Expert Refurbishment

Damaged and worn parts can cause users to question whether an ATM is functioning properly. Don't run the risk of losing an ATM customer because they may wonder—will that cracked card reader accept my card? Our specialists can completely refurbish an ATM fascia, surround, kiosk or ATM building on-site, often making the outside surfaces resist wear far longer than the original factory coatings. We re-grain stainless steel, replace ATM shelving, paint surrounds and sign boxes, and repair existing sign holders. And we'll work to drive expense from your ATM service model, finding efficiencies and savings by retrofitting new ATMs in older surrounds and refurbishing worn fascias and kiosks instead of replacing them.



Turn-key Branding Solutions

When financial institutions merge, EFMARK ATM Image Guard offers a complete turn-key solution for rolling out logo updates, new colors and consistent signage at surrounds, kiosks, fascias and other specialized ATM related locations. All re-brand projects including decoration, signage and bollards are performed onsite, minimizing any interruption of ATM service.

Compelling Signage

Attractive and visible signage draws customers to your ATM instead of the one next door. Our ATM Image Guard signage complies with government and financial network requirements. Our fee, funds availability, safety and Braille notices meet regulations. We maintain authorized logos on file for all major financial networks, including Visa, Star, NYCE and others. Our technicians can retrofit sign frames in the field to create an entirely new look without the cost of replacing the entire sign structure.

Comprehensive Compliance Evaluations

Are your notices and network logos in compliance and properly displayed? Our ATM-trained technicians will visit each site in your network, assessing the site condition and compliance with network and regulatory requirements. We diagnose, photograph, and recommend immediate action where appropriate. We have completed signage surveys, ADA physical facility surveys, Braille adequacy assessments, lighting surveys and other custom-requested evaluations. This data is delivered back to you using a Web database and detailed spreadsheet reports so you can make quick and cost-effective decisions about your ATMs.



SOLUTIONS

*Compliance with
government
and financial
network signage
requirements*

SOLUTIONS

*Single point
of accountability
for all ATM
program activities*

Key Benefits of ATM Image Guard

For ATM Departments:

- Optimize ATM user experience without increasing staff
- Single vendor solution ensures clear accountability for entire ATM—inside and out
- Photo database lets you respond quickly to service requests
- Regular visits ensure compliance with branding and regulations
- Predictable expenditures that are easy to budget for
- Save money on capital expenditures by refurbishing and maintaining rather than replacing
- Gain competitive advantage with a high quality consistent look and feel across entire ATM network

For Your Customers:

- Safer ATM use
- More easily recognizable machines
- Greater confidence that transactions will work properly
- No inconvenience of having to switch ATMs due to vandalism or filth

A Value of One™ Alliance

Our Value of One business model—one company, one solution, one answer to all your ATM program needs, makes us unique in the

THE VALUE OF
ONE™

industry. By reducing the challenges of managing multiple vendors, we improve cost efficiencies and simplify the ATM management process from equipment sales and maintenance to cash load forecasting and replenishment services, and every step in between.

ATM Image Guard cleaning and refurbishment services are provided to EFMARK customers through a partnership with ATA Services, an industry leader in ATM cosmetic maintenance.

EFMARK's alliance with ATA Services allows EFMARK customers to maintain a single point of contact and accountability for all ATM program activities, including exterior maintenance, yet still benefit from ATA Services' specialized expertise. We are one team working together to improve your ATM customer's experience. It is our Value of One approach to service that continues to secure our position as the single best choice in universal ATM program management.

 **ATA**services

EFMARK
Premium Armored

 **BANTEK**

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