



# EasyPoint™ 57

Open up new opportunities for revenue generation and improved customer convenience

## What is the EasyPoint 57?

The EasyPoint 57 is the newest member of the EasyPoint range of products designed for deployment in retail locations as well as branches. Whilst inheriting the traditional build quality and levels of security expected from NCR, the EasyPoint 57 incorporates new features that make it the ATM of choice for lower volume locations.

The proposition for both financial institutions and retailers is compelling. An EasyPoint 57 deployed in a retail location can generate significant revenue directly through fees as well as indirectly, through an increase in footfall and improved customer convenience and loyalty.

Recognising the demand for common applications across the self-service network, the EasyPoint 57 can run on a Windows® XP platform. For the first time this allows common applications to be run across both the Personas and EasyPoint product ranges, simplifying integration and facilitating consistent customer messaging.

Excelling in low-to-medium footfall locations and with ease of replenishment, servicing and management, the EasyPoint 57 maximises profit per square foot where space is at a premium. Integral to the EasyPoint 57 design is its wireless communications capability, which improves the ease and speed of installation and presents the opportunity to deploy in non-traditional locations and lowers the total cost of ownership\*.

This all adds up to make the EasyPoint 57 the ultimate ATM solution for convenience, allowing profitable deployment at sites that were not traditionally considered suitable for an ATM.

### What results will the EasyPoint 57 deliver?

- ↗ Low total cost of ownership allows ATM placement in sites previously not cost effective
- ↗ Impressive return on investment - every \$40 withdrawn from an ATM in a retail location generates up to \$1.00 in incremental profit for the deployer\*
- ↗ Up to 25%\*\* increase in store turnover as a result of increased footfall to retail locations

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### Why NCR?

More Retail ATMs deployed worldwide than any other vendor (over 100 countries).

End-to-end solution, offering comprehensive support and services capability.

Complete hardware portfolio to suit all footfall volumes and locations.

Proven success and leadership in both Financial Self-Service and Retail.

Financially robust company with a clear commitment to retail deployment of ATMs.

### NCR's EasyPoint 57 key features:

- ↗ Windows XP enabled to allow common applications across the self-service network
- ↗ Wireless communication functionality offering ease of installation and placement flexibility
- ↗ Offers up to 4 cassettes allowing lower cost replenishment and a high cash capacity
- ↗ Encrypting PIN Pad (EPP) is PIN security compliant:
  - Triple DES encryption
  - Certified as compliant with ISO standards of a "Physically Secure Device" (ISO 9564-1, ISO 13491-1, ISO 13491-2)\*\*\*
- ↗ The EPP is capable of supporting remote key download – for enhanced security and lower cost of ownership



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\*source based on NCR experiences

\*\*source Convenience Store Location

\*\*\* ISO (International Standards Organization)

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