

## Strategic ATM deployment training

# case study



Our client is a world-leading provider of ATMs, retail banking equipment, software and services for the global financial and commercial markets. The company is one of Europe's largest manufacturers of ATMs. It has a market presence in over 100 countries worldwide.

To generate new revenue streams, it decided to implement a strategic programme to offer outsourced ATM deployment services on a pan-European basis. One of the key factors affecting the success of the programme was ensuring that Solution Architects - many of whom did not come from an ATM or payment background – understood the ATM deployment business models, technical solutions and operational services.

The ATM provider approached Polar Moment to develop and deliver a tailored training course. The objective of the course was to enable Solution Architects to develop an understanding of the ATM market so that they could work with clients to devise effective solutions.

Through previous assignments with the same client, Polar Moment had demonstrated its expertise in the business and technical issues facing the ATM market. Its independent status and in-depth knowledge of the pan-European ATM market made it an ideal training partner to meet the client's learning objectives.

## **Bespoke training programme**

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Polar Moment worked with the client's product and business programme teams to understand what needed to be achieved. With a full appreciation of the varying backgrounds and skills of the audience to be trained, Polar Moment's consultants developed a user-focused training programme. This was held over two days and was delivered to an international team from across Europe.

The course covered a range of topics, including:

- The different roles and responsibilities involved in delivering an ATM solution.
- The ATM deployment business process.
- Major influences affecting the ATM and broader payments industry.
- The technology approaches adopted across the industry.
- Similarities and differences across international markets and specific needs by country.

Polar Moment designed the programme with an open discussion scheduled for the afternoon of the second day. This allowed participants to explore specific areas of concern or interest. Programme attendees were able to draw on the extensive knowledge and experience of the Polar Moment consultants. The open discussion session ensured that participants fully understood the topics covered and were confident in applying their knowledge to help client organisations.

Polar Moment delivered a high-quality training programme that met the differing needs of a varied audience. The flexible approach and use of open discussion sessions proved particularly popular with participants. The training programme received excellent feedback from course attendees who are now confident in working with clients to devise effective ATM deployment solutions.

Following the two day training programme, delegates attended a business solution planning workshop. This enabled the client to formulate strategic plans for supporting the sales team in selling ATM deployment services. Participants were also able to work with technical teams to devise and implement appropriate solutions.

## Outcome

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Polar Moment had already successfully completed several assignments for the major international client. The product and business programme teams were confident in Polar Moment's ability to deliver an effective and strategic training solution.

The client is now successfully selling and implementing ATM deployment services to clients across Europe.