

| CASE STUDY

Diebold Nixdorf Engages HatchWorks to Modernize Legacy Marketing Application as Part of Worldwide Customer Service Transformation



About the Customer

Diebold Nixdorf, Incorporated is a world leader in enabling connected commerce that automates, digitizes and transforms the way people bank and shop. As a partner to most of the world's top 100 financial institutions and top 25 global retailers, the company's integrated solutions connect digital and physical channels conveniently, securely, and efficiently for millions of consumers each day.

With a presence in more than 100 countries, Diebold Nixdorf has approximately 22,000 employees worldwide.

HatchWorks Expertise Provided:

- ✓ Software Redesign & Modernization Services



The Challenge and Opportunity

Based on user feedback from customers over the years, Diebold Nixdorf realized in 2020 that it was time to completely overhaul its legacy ATM marketing application.

As the software was generally used by marketing professionals with limited IT expertise, customers often vocalized that they found the user interfaces too complex to navigate through. Moreover, another key challenge lay in having to repeat steps to create and disperse multi-lingual marketing campaigns—presenting an extremely time-consuming process.

Although Diebold Nixdorf released newer features to try to resolve these and other issues, it became increasingly evident that small fixes were not going to lead to long-term success or satisfaction for their customers.

At the same time, the company was going through a major customer service transformation to ensure its products were more strongly connected to customer needs. Therefore, they decided it was an opportune time to look for a strategic partner to help develop a modern, scalable ATM marketing solution from scratch.

Solution and Results

In late 2020, Diebold Nixdorf engaged HatchWorks for its software redesign and modernization expertise. In working towards developing the new solution, the company wanted to integrate user-driven feedback. As such, HatchWorks began its strategy development by conducting customer research—meeting with banking customers to identify the experiences they were having with the legacy ATM application, the types of campaigns they were creating, to determine whether the application fit into their larger workflows, and how the software could be improved upon.

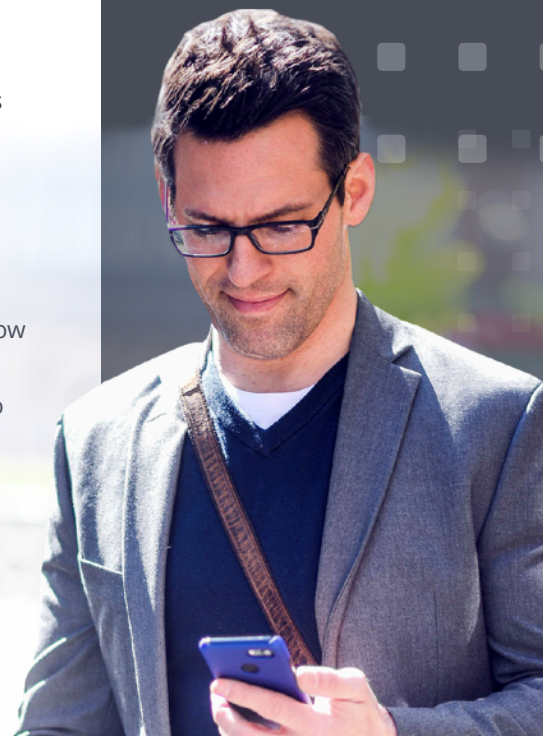
HatchWorks also considered the type of delivery model of the new application—whether it should be a SaaS, or an on-prem solution that gets physically installed onsite. HatchWorks also analyzed competitive marketing products outside the ATM space, to better understand common ways that similar user types build marketing campaigns.

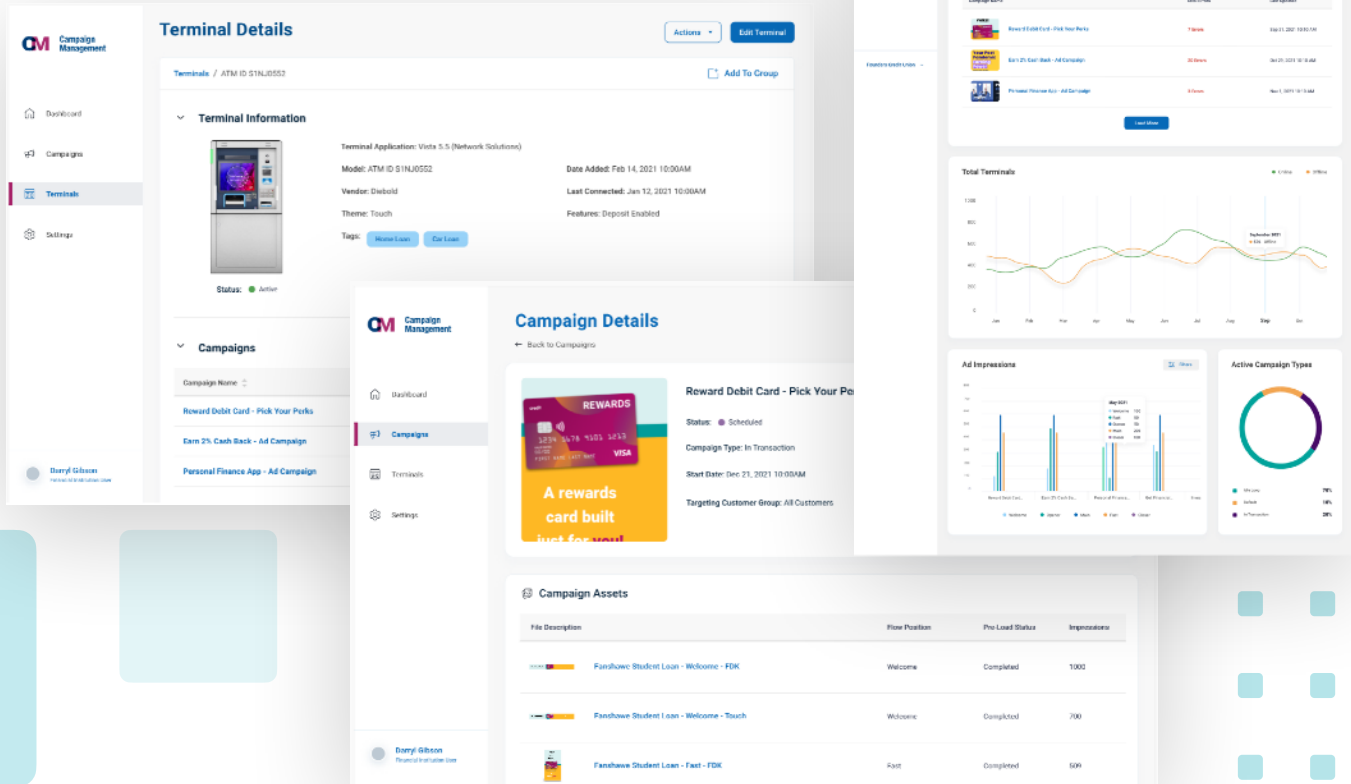
In the earlier days working with Diebold Nixdorf, HatchWorks created an efficient Agile product development strategy that the company could take ownership of—an approach that reduced if not eliminated bottlenecks they had previously experienced while working on their own software development initiatives. The Agile roadmap involved defining and prioritizing the smaller but most important aspects of the product—with the intent of rolling out an evolutionary feature-light product that Diebold Nixdorf could build on over time, based on end-user feedback.

From there, HatchWorks' designers created wireframes of potential screens for the reimagined product, helping simplify the steps from a functionality and technical standpoint to enable customers to easily create marketing campaigns. The new design also had to work within hardware confines such as ATM screen size, as well as ensure integration with other legacy systems. Customers who volunteered to test the new design shared extremely positive feedback, with the average usability score at more than 83%, compared to 31% for the existing ATM marketing solution.

In addition, HatchWorks created a design system for leveraging across the company's entire product portfolio. This library of elements for building a web application—including color palettes, forms and menus—will be used as the basis for Diebold Nixdorf's marketing suite of products, ensuring brand consistency across the board.

Ultimately, HatchWorks helped Diebold Nixdorf modernize its software development approach and evolve processes for creating more effective and scalable software—now and into the future. Moreover, by providing leadership and expertise in the strategy and design of building an ultimate solution, HatchWorks has enabled the company to begin planning next steps for launching a beta version in 2022.





Does your financial services organization have a legacy application in need of modernization?

Contact HatchWorks today to learn how we can **ignite** your vision, **accelerate** your time-to-market and time-to-value, and enable you to **succeed** now, and in the future.

 **+1 800-621-7063**

About HatchWorks

HatchWorks is your guide on the journey to product excellence. Our team of award-winning product experts specialize in building future-proof, innovative software products powered by data analytics, AI and IoT innovation. From ideation to strategy to launch and beyond, we partner with industry leaders in finance, healthcare, manufacturing and more to scale and commercialize their product suite with modern software solutions. As a result, we empower our customers to create meaningful user experiences and drive actionable data to improve and inform their critical business decisions.

HatchWorks is headquartered in Atlanta and has offices in Chicago, Costa Rica, Peru, and Colombia.



HATCHWORKS™
ENTERPRISE SOFTWARE SERVICES