

## Building a better ATM

**Encrypting PIN pads help multifunction kiosks span the gap between ATMs and self-service.**

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### The background

As the self-service segment of the financial market grows, bank and non-bank institutions are migrating traditional customer interactions to kiosk-based platforms.

The new generation of multifunctional kiosks marries financial services with traditional ATM functions. Those ATMs serve a global economy in which 85 percent of all transactions are cash-based.

Paving the way for the shift are companies such as Infonox, a Sunnyvale, Calif.-based provider of software-as-a-service financial products. Adding to its line of services for POS terminals, PC workstations, the Internet and cell phones, Infonox launched a group of kiosk prototypes that support its processing-technology infrastructure.

"We provide the rails on which people can run a payment infrastructure," said Ashim Banerjee, Infonox's executive vice president.

Infonox expects the line between ATMs and other types of financial-service kiosks to continue to blur.

### The challenge

In the convenience-store and supermarket segments, operators want to install devices that move customer lines away from the cash-wrap queue for services that lend themselves to self-service, such as money orders.



Infonox developed reference designs for a series of kiosks called the PASS platform. Financial-service companies commission the manufacture of the kiosks to Infonox specifications for a turnkey solution that fully integrates software and hardware. The PASS kiosk can handle various types of financial transactions, including money transfers, bill payments and stored-value cards, all of which can be paired with ATM functionality.



### The solution

In developing the specifications for the PASS kiosks, Infonox consulted ArcaTech Systems to identify an appropriate encrypting PIN-pad solution. ArcaTech recommended the Sagem Denmark INT1217-4210 EPP.

Banerjee says Infonox initially selected a competing product, but since that solution didn't comply with the Payment Card Industry Data Security Standard, Infonox switched to Sagem Denmark.

While lesser security is acceptable for POS applications, security requirements for ATM PIN pads are more stringent, Banerjee says.

“(Sagem Denmark’s product) fulfills the kiosk-interaction needs for PIN-based transactions,” Banerjee said.

Infonox also is interested in remote key loading, which Sagem Denmark is developing.

Currently, when a master-key code for the PIN pad is corrupted, a service technician must load a new code. That requires the expense of a service call and downtime for the machine. Customers are disappointed, and

everyone involved in the busted transaction loses revenue.

“The new (remote-key) technology means that, even if the key gets corrupted, you can load remotely without someone going out to the kiosk,” Banerjee said. “It keeps the kiosk up and running better than before.”

### **The result**

With the line of kiosks complementing its existing services, Infonox is poised to help its clients compete.

“We are seeing more demand and acceptance of the self-service technologies in the financial-payments sector, and therefore we are focusing on it more now than we used to,” Banerjee said.