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ATMIA launches global ATM benchmarking survey

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The **ATM Industry Association**, along with UK-based Value Partners Management Consulting, is launching a global business performance benchmarking study for ATM operators, including both banks and independent deployers.

The study's goal is aimed at helping ATM operators improve their business performance by showing variances in effectiveness and cost performance against industry benchmarks for their country, region of operation and globally.

"We are extremely delighted to launch this new major service for our members as it will enable ATM operators across the globe to measure improvements in their performance over time and to compare that performance with industry averages," Mike Lee, CEO of ATMIA. "This new service directly meets one of the key objectives in our mission statement to provide education and best practices as a global not-for-profit trade association."

The benchmarking survey in its first year will focus on four key areas of ATM operations, including cash management, transaction management, ATM performance monitoring and ATM multi-functionality, according to a press release.

"Through our industry expertise and working with ATMIA's voluntary committee of advisors, we have identified these four key areas as being critical to the ATM business value chain to our focus in the first year of this new benchmarking survey," said Francesco Burelli, partner at Value Partners.

The survey will be conducted confidentially and only participants will have access to the full report. ATMIA and Value Partners will conclude the survey with a General Industry Report due to be published in the first quarter of 2012.

For more information on this topic, visit our [trends/statistics research center](#).

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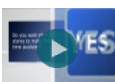
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