

New WWS INSIGHT Answers Banks' Ambitions to be More Data-Driven on Improving ATM and ASST Performance

Bari, Italy, 9th October 2024 - Auriga, the global software provider for omnichannel banking and the payments industry, today announced a new powerful data analytics tool for collecting, analysing, and forecasting operational and business performance across all banking service channels. As an integral part of its omnichannel banking solution suite, the new **WWS INSIGHT** module is designed to transform how banks and independent ATM deployers understand how their self-service banking channels (ATM and ASST) and other services being used by customers are performing.

In the search for differentiation in an increasingly competitive financial landscape **data analysis** is a critical tool. With the right capabilities, information on the performance of active channels can be transformed into targeted strategies to improve services.

With few available analytics tools having the rich feature set and capabilities needed to fully analyse omnichannel banking performance, Auriga is introducing WWS INSIGHT as a purpose built tool for understanding and interrogating the performance of customer facing banking channels.

The tool provides a highly user-friendly and intuitive interface which enables both the operations staff and the line of business teams to have easy access to multiple performance indicators and data visualizations. These can be used to identify and support strategies that increase profitability, improve service performance and push down operational costs.

WWS INSIGHT offers banks a comprehensive, dynamic, real time view and assessment of the performance of their self-service banking channel

and infrastructure based on a complete mapping of the network. Teams can use the tool to set up forecasts of the performance of one or more services, and apply specific analysis parameters, depending on strategic indicators and business objectives.

There is flexibility to set alarm parameters on issues like SLA deviation, performance anomalies and other issues. Additionally, they can define automatic and periodic reporting.

“Simply collecting data is not enough. You need to be able to ask for and get analytical insights that can reveal true performance indicators and spot and understand challenges and obstacles in detail fast. Helping our customers become much more data driven is why we built WWS Insights and integrated it within our omnichannel banking and payment solution. The kind of insights that banks and ATM operators will be able to glean from WWS INSIGHT will be transformative in how they will have the most accurate, detailed, and timely data to improve profitability, service performance and reduce operational costs quickly.”

Brendan Thorpe
Auriga Customer Success Manager



WWS INSIGHT is available immediately as part of the [WinWebServer \(WWS\) software suite](#) which is a proven and modular solution that provides feature-rich banking services through all channels including mobile, tablets, PCs, kiosks, and ATM machines.

The new module can take data feeds from any device or system without impacting service performance and availability.

About Auriga

Auriga is a leading supplier of software and technology solutions for the banking and payments industries, and a specialist provider of innovative omnichannel solutions to banks and other financial institutions.

Its solutions, deployed on over 74% of Italian ATMs, are founded on a modern technology architecture and improve time to market for new services while lowering costs, protecting critical devices from cyber-attacks, and building long-term competitive advantage.

Auriga is a global company with a direct presence in Italy, UK, Spain, Belgium, Poland and Mexico, and expanding operations in Western and Eastern Europe, Latin American (LATAM) and Asia-Pacific (APAC).

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