



ATMIA 2009 Member Survey

1. What are the most important benefit(s) to you as an ATMIA Member?	Networking 48 Member Industry Updates..... 40 Conference Discounts..... 15 Committees..... 15 Other 9 All of the Above 17
2. How often do you visit the ATMIA website?	Weekly 25 Monthly 41 None 4 Other 13
3. When you visit www.atmia.com, what do you find of most value or most visited?	White Paper Library 41 Press Releases..... 37 Gallery of Technology 26 MiG (Membership Information Grid) 24 Member Directory 24 Storefronts..... 11 Other 6
4. How many ATMIA Events have you attended in the last two years?	1-5 59 6-10 4 16-20 1 None 19
5. What type of Membership Level is your company?	Intermediate 2 Small Business 21 Associate 16 Board Level 12 Level 3 Advantage..... 2 Sponsor..... 9 Do Not Know 18
6. How long have you been in the ATM industry?	0 - 5 Years..... 25 6 - 15 Years..... 32 16 - 25 Years 15 26+ Years 9
7. In your opinion, would a globally recognized certification program – such as training/ management/ATM knowledge be beneficial to you and your company?	Yes 51 No..... 30
8. Would you hire a certified individual over a non-certified with comparable experience?	Yes 57 No..... 23

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9. What is your job title?

Analyst.....	1
Area Manager.....	1
ATM Relationship Adviser.....	1
ATM Services and Distribution Manager.....	2
ATM/Information Technology Officer.....	1
Attorney, Sole Practice.....	1
AVP.....	1
Business Development.....	1
Business Manager.....	1
CEO.....	1
CISO.....	1
Consultant.....	1
Corporate Secretary for parent company - Global Axxess Corp.....	1
Director.....	5
Director Product Marketing.....	2
Domain Manager ATM domain.....	1
Electronic Delivery Channel Risk Management.....	1
EVP Business Development.....	1
General Manager.....	5
Global Director, Finance and Member Services.....	2
Group Marketing Manager.....	1
Head of CardBanking.....	1
Head of Technology & Innovation.....	1
Head, Risk & Compliance.....	1
Head: Forensic Services.....	1
Manager.....	1
Managing Director.....	2
Marketing Co-ordinator.....	1
Marketing Focal Point for Monetic and Security.....	1
Marketing Manager.....	4
No answer.....	5
Operations Director.....	1
Owner.....	5
Partner.....	1
Payment Channel Manager - ATM and Mobile Commerce.....	1
President.....	3
Product & Marketing Manager.....	2
Sales & Marketing Assistant.....	1
Sales Business Development.....	1
Sales Manager.....	2
Senior Client Relation Manager.....	1
Senior Marketing Manager.....	1
Senior VP.....	2
Vice Manager.....	1
Vice President.....	8
Total	76

10. How do you prefer to receive information from ATMIA?

Direct Emails.....	75
Auto notification when new items are added to www.atmia.com.....	32
Facebook/Twitter/LinkedIn.....	5
Postal Service or hard copy mail.....	12
Other.....	0



Mission: is to promote ATM convenience, growth and usage worldwide, to protect the ATM industry's assets, interests, good name and public trust; and to provide education, best practices, political voice and networking opportunities for member organizations.

The ATM Industry Association, founded in 1997, is a global non-profit trade association with over 1,300 members in 50 countries. The membership base covers the full range of this worldwide industry comprising 1,753,377 installed ATMs.

ATMIA has chapters around the world in Europe, Canada, Latin America, Asia-Pacific, Asia, Africa, Middle East and the United States.

In June 2003, ATMIA established the Global ATM Security Alliance (GASA) with the mission to employ global security resources in a united alliance in order to protect the ATM industry from criminal activity. Its main projects have included: the creation of an online global ATM crime database management system and fraud alert system called Cognito (www.gasa-cognito.com), best practice manuals for the whole ATM security lifecycle, and a communications program.

ATMIA has a growing training division, including an online ATM Management Training module co-created with Bankers Academy. Its next project is to create a certified training program for the entire ATM industry. In addition, the association is launching an ATMIA Consulting and Training practice as well as an online Electronic Payments Forum community for industry discussion, best practices and information on electronic banking channels other than the ATM.

ATMIA's online Member Information Grid (MiG) creates a one-stop resource for member information with security best practices, industry white papers, articles, research findings, ATM business efficiency best practices, compliance material, Corporate Governance best practices, Glossary of ATM Terms, a Gallery of Technology, online ATM Risk Assessment system, industry calendar and more.

Questions: Please contact Sharon Lane, ATMIA's Global Director, Finance and Member Services (sharon@atmia.com) or +001.605.271.7371
