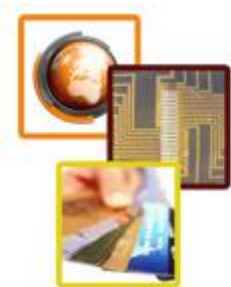




The Benefits of Standardisation

Markus Egger



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Today and Tomorrow

Market

Strong competition from outside the Vending Industry

Will traditional methods keep Vending sufficiently attractive ?

Habits & Attitudes

In 2016 every household managed by 700 microprocessors¹ (IP6!)

High tech at home – low tech in Vending ?

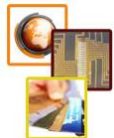
¹Lars Thomsen, future matters

Technology

High tech for Vending available today, multiple sources

Invest in similar products² in our small Vending market ?

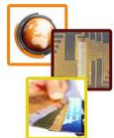
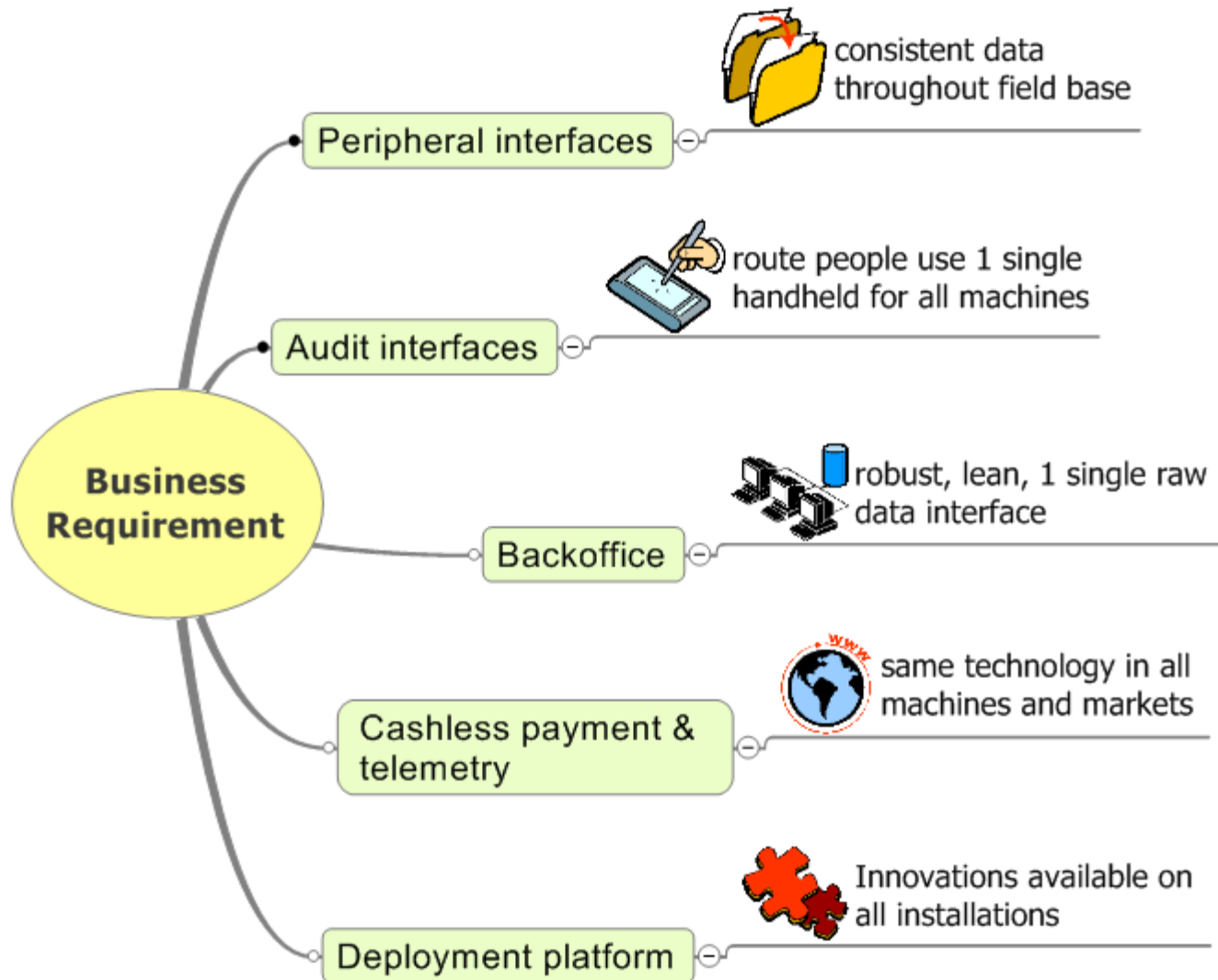
²Worldwide duplicate developments all markets: 60 billion € /y (Intellectual Property Analyses)



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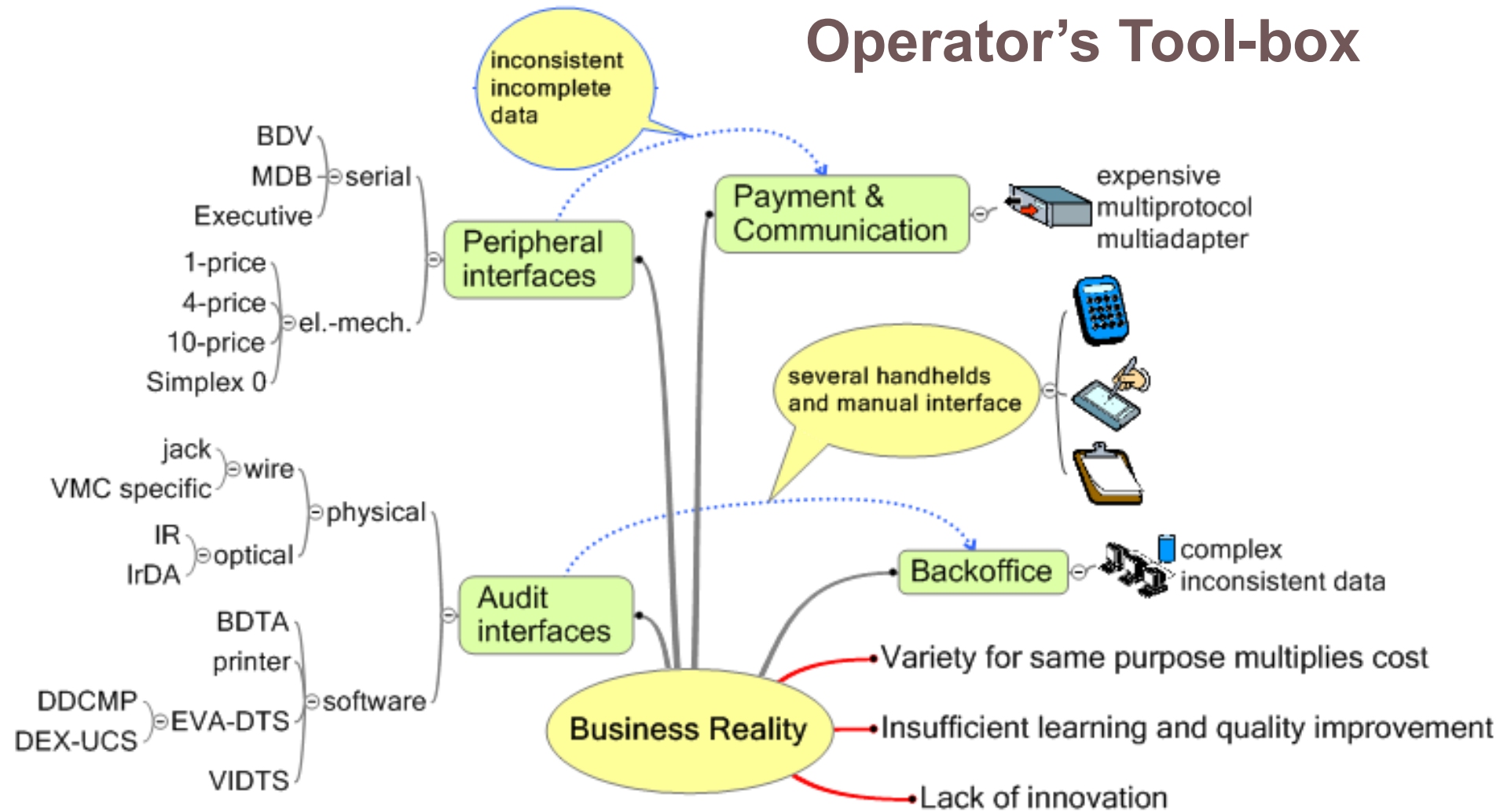


The Operator's White list

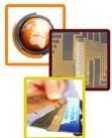


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Operator's Tool-box



Such complexity restricts the deployment of useful and required technology with reasonable effort on a significant number of POS



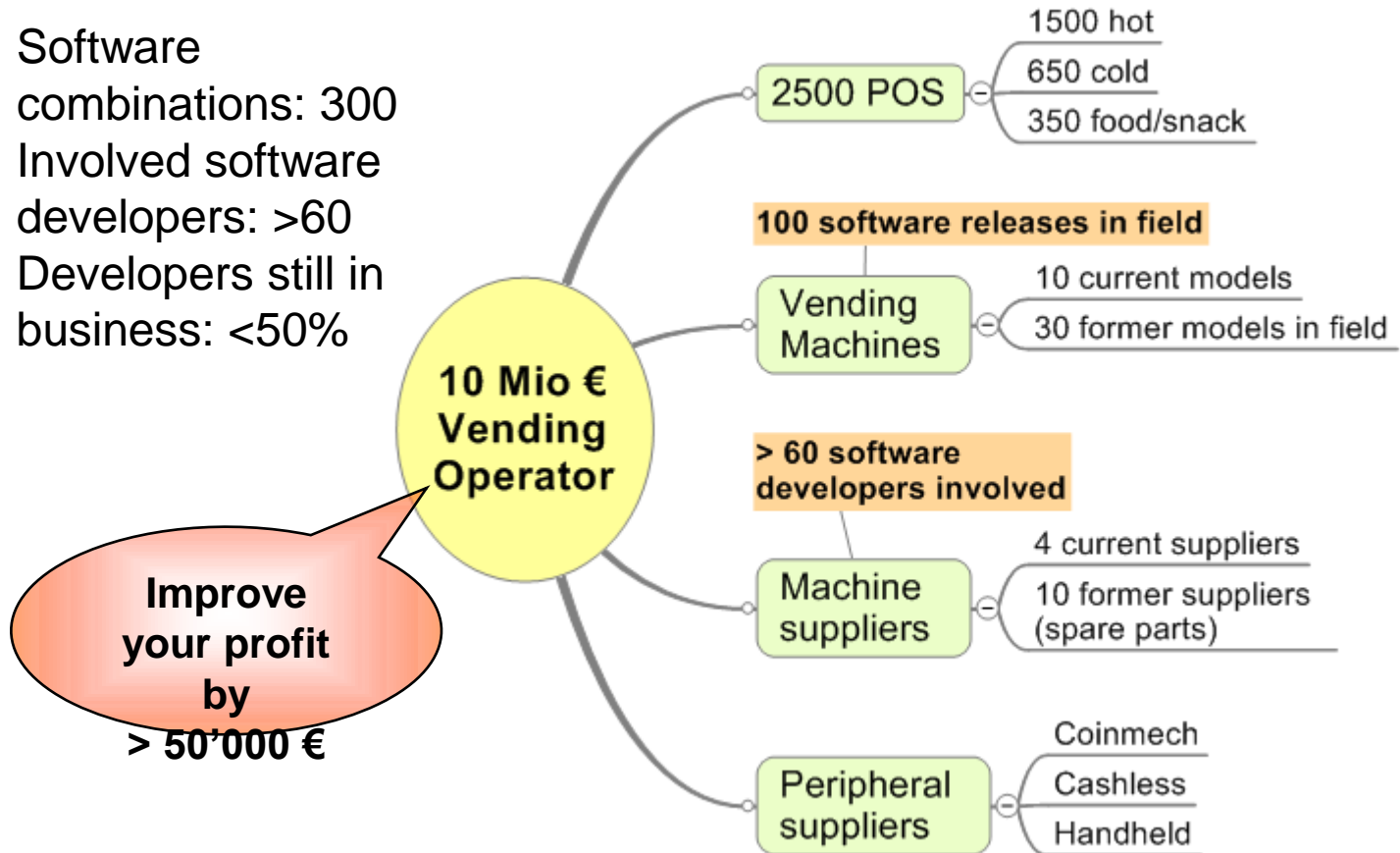
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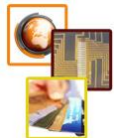
Cost of Complex Infrastructure*

*Internal research

- Software combinations: 300
- Involved software developers: >60
- Developers still in business: <50%



Improve your profit by > 50'000 €



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Cost and Benefits of Standardisation I

(Example: 10 Mio € Operator)

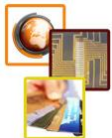
One time savings

- No extra audit interface: 80'000 €
- Reduce spare parts (card reader, cable, ...): > 20'000 €
- Use of scale (purchasing benefit)



Annual savings

- 1 technical engineer (interface communication errors, ...): 40'000 €
- 0.2 trainer / support: 8'000 €
- Back office modifications (new or changed report formats): 5'000 €



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Cost and Benefits of Standardisation II

(Example: 10 Mio € Operator)

Other benefits

- Right spare part when maintenance required
- Broader choice of solutions: no binding proprietary interfaces
- Machine manufacturers profit from one common understanding of the EVA-DTS audit and event elements
- Future innovations will base on MDB and EVA-DTS

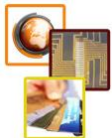


Cost (one time)

- Migration of machines, peripherals and backoffice
- Training of technical staff

Standardisation pays off*. Maybe you only hesitate to believe it.

*refer also „Standards strengthen the middle class for competition on eye level“, Dietmar Harting, President DIN, Brussels 2005



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SWOT MDB & EVA-DTS

Strength

System suppliers have widely implemented MDB & DTS

Powerful Features

Weakness

MDB Protocol implementation quality

DTS individual interpretation

Opportunity

Strong raising interest in Standards

Understanding the Benefits

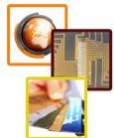
Standards are ready today

Threat

Proprietary implementations often seem to fit best

Waiting for the „better“ Standard

	IC5 configures ID5									
	IC5*0*0*0*0				1					
IC501	System Date								X	
IC502	System Time								X	
IC504	System Daylight									
IC601	Current Cash Balance								X	to introd
	Machine Identification									
	ID1*0*0*0*0*0*0*									
ID101	Machine Serial Number								X	
ID102	Machine Model Number								X	
ID103	Machine Build Status								X	
ID106	Machine Asset Number								X	Selecta
ID107	DTS Level			X	1	M		X	X	
ID108	DTS Revision			X	1	M		X	X	



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Standardisation Strategy

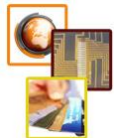
1. Enforce Standards within our industry

- vending machine interface MDB-ICP
- audit interface EVA-DTS
- cashless vending CVS

In focus today

2. Implement Standards within Selecta Group

- Finalise agreement within next 4 month with machine manufactures on
 - EVA-DTS data dictionary application
 - EVA-DTS event code implementation planspring 2007
- Eliminate non-MDB orders within next 6 month summer 2007
- No more additional audit devices until 2008 2008
- Develop implementation plan for MDB file transfer together with key designers



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Make it happen !

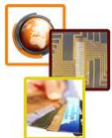
1. Today's Achievements in Selecta Group

- Any new payment system must provide MDB
- 70 % of machine orders with MDB
- One handheld for fillers in 9 countries – fully operational
- One back office interface in 7 countries
- Same payment systems in use throughout Europe
- Same remote communication devices in use throughout Europe

2. Our ambition

- Same audit report from 400 machine types in 130'000 installations
- One back office software for the Group
- One reporting tool (handheld or remote) in 23 countries
- One unambiguous specification for vending machine interfaces

IC502	System Time
IC504	System Daylight Saving
IC601	Current Cash Bag M
	Machine Identifi
ID101	Machine Seri
ID102	Machine M
ID103	Machine
ID106	Machin
ID107	DTS
ID108	DT



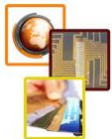
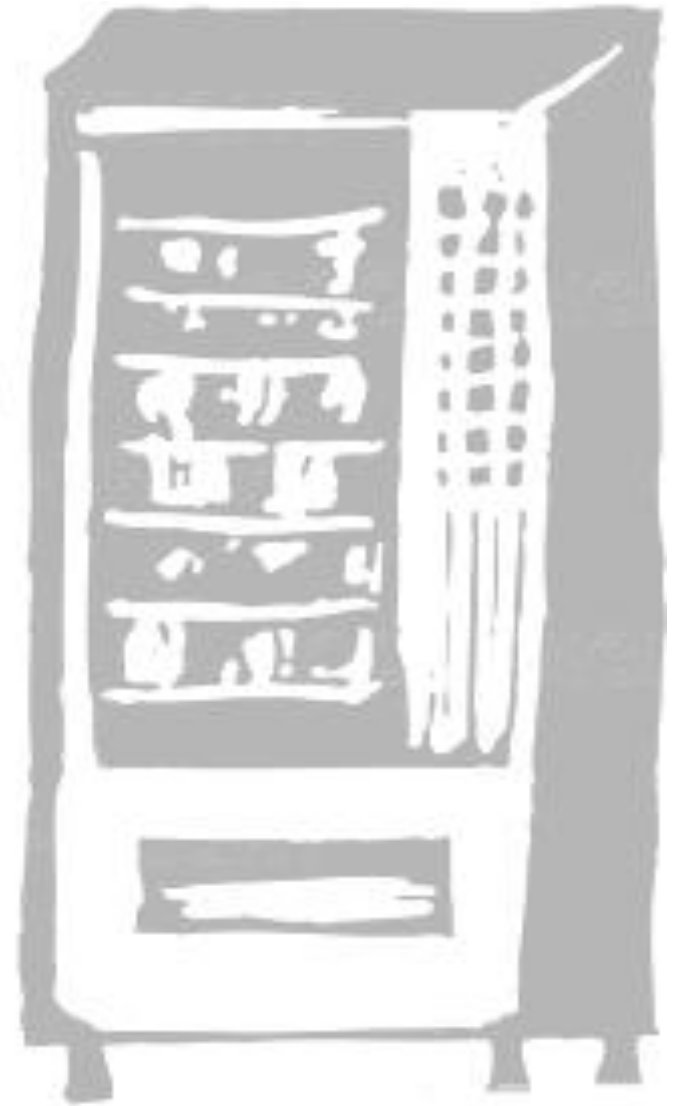
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Today and Tomorrow

The **Consumer**
only sees the surface.
This is our challenge.

Reliability,
state-of-the-art
technology,
everything else is
taken for granted.
In other words: it is
Standard



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