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**Ask Prabhu**  
Mr. Prabhu Chawla,  
Editorial Director of  
The New Indian Express


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## ■ ATM site management software launched

By Express News Service - CHENNAI | 29th November 2012 10:07 AM

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Sudhakar S Marthi and Prabhu Ramachandran at the launch of the ATM site manager | A Raja Chidambaram.

Can a light in an ATM room all the way in Jammu and Kashmir be switched off from Chennai? Or can an operator in Delhi know when to replace a battery in a Chennai ATM? These actions may soon be possible, according to the people at WebNMS. Foraying into the Machine-to-Machine solutions space with the launch of an ATM site management software, the company, a part of the Zoho Corporation, hopes to increase profitability and decrease maintenance cost for ATM operators around India and the world.

The business model of ATMs is each bank outsources ATM management to one of dozens of operators across the country.

Each operator is responsible for over 5,000 machines, their maintenance and security. The ATM site manager will monitor machines using a remote terminal unit (RTU) that will be physically connected to the various passive infrastructure such as air conditioning, camera, lighting, battery banks and door lock systems. This will help ATM operators have better control over each machine. It will work via Internet, using a SIM card, GPRS, SMS or ethernet.

Speaking about the current problems in site management, Sudhakar S Marthi, Vice President of Sales and Marketing - APAC, Zoho Corporation, says, "Operational costs of ATMs are quite high, as they include eight to 12 lights, air conditioning, a security guard and housekeeping to clean up. The rising costs, logistics and less security, especially for Public Sector Unit banks, eat into the profitability of the operator." Prabhu Ramachandran, Director of WebNMS, explained the working of the site manager with a live demo. Temperature, humidity, movement, motion and vibration detectors, plus a camera that takes snapshots every few seconds can be connected to the hardware, and can be accessed online on a dashboard that sums up various factors.

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ATMs that require critical work will also be highlighted. "This will provide analytical business data to help the operators. The uptime of ATMs and lower operational costs are key for the revenue and profitability," he said.

The software and hardware will have a one time cost of Rs 30,000 per ATM room, irrespective of the number of ATMs inside. An annual warranty and service support will cost 20 per cent of this amount, said Prabhu. "The energy bill of each ATM alone will come to around Rs 12,000 to Rs 18,000 a month. We are looking at making it more efficient by at least 40 per cent," he said.

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