

Frost & Sullivan Commends Diebold Security for Growth of Product Portfolio and Increased Penetration into Vertical Segments

Innovation in Security Monitoring, Energy Management

MOUNTAIN VIEW, Calif —March 4, 2009 —Based on its recent analysis of the physical security commercial monitoring market, Frost & Sullivan recognizes Diebold Security with the 2009 North American Frost & Sullivan Company of the Year Award for excellence in growing its alarm monitoring business in 2008—despite the global downturn—by increasing its recurring monthly revenues (RMR). The company has continued its strong growth in retail and commercial markets and has made concerted efforts to increase market share in overall commercial monitoring.

“Diebold has shown a better-than-average increase in its managed security services (MSS) portfolio revenue, furthering its focus on RMR and expanded monitoring solutions,” said Frost & Sullivan Industry Analyst Dilip Sarangan. “Based on existing data, Diebold is already one of the industry’s largest alarm monitoring companies.”

In 2007, Diebold’s security services revenue was more than \$484 million and despite the current economic conditions, Diebold’s Event Monitoring Center (EMC) has increased its market share in two vertical markets, retail and commercial, and continues to be vested in the financial channel. The company generated a nearly four-point improvement in operating profit as of Sept. 30, 2008.

Diebold is committed to the advancement of security monitoring technology and responsiveness, industry-wide. Its best-in-class EMC in Ohio—a UL-listed, fully redundant central station—boasts a high-tech, round-the-clock video wall to track events and visually displays critical operational data. All consumer data is electronic, including customer response plans that provide instructions regarding how the Diebold EMC should respond to alarms and incidents at customer sites.

Diebold’s team of security professionals was also a major contributor to the Central Station Alarm Association’s (CSAA) newly-introduced, Level 2 operator course. Furthermore, as a member of CSAA, all of Diebold’s central station supervisors and dispatchers attend industry seminars and training events and maintain memberships with NFPA, NBFSA, ASIS and SIA.

Celebrating 150 years of innovation, Diebold has leveraged its monitoring expertise to launch energy management capabilities. Energy management monitoring utilizes multiple devices to track facility resources such as lighting and heating, ventilation and air conditioning (HVAC) and send signals back to the central EMC to indicate variances in facility temperature, illumination of lights or other energy-related measurements. Signal response is based on protocols identified by the customer and is driven by organizational energy policies. Enterprises that already utilize monitoring solutions can leverage their existing devices to enable energy management monitoring, maximize their return on investment and, ultimately, lower the total cost of ownership for monitoring devices.

Another outstanding feature of Diebold is its high level of customer retention. The company’s two first customers, who began their subscription in 1988, continue to use its award-winning monitoring services more than 20 years later. Diebold’s current, average response time is 22 seconds, almost half of the UL-required 45-second response. Decreased response times coupled with professional, trained responders equates to increased customer satisfaction. This is strengthened by rigorous customer satisfaction and retention programs and strategies that are enhanced through annual and event-based (transactional) survey results.

“Diebold is restructuring internally to provide better customer service,” noted Sarangan. “The company’s monitoring and business philosophy is based on people, process and technology; this philosophy enables the EMC to continually lower the percentage of customer and associate attrition, meet and exceed the processes and standards of UL, invest in technology to continually maintain one of the lowest average response times in the industry and help support its commitment to maintain designation as a CSAA Five-Diamond Certified central station.”

In recognition for its excellent customer satisfaction, technology leadership and growth ability, Frost & Sullivan is proud to select Diebold Security as the recipient of the 2009 North American Physical Security Commercial Monitoring Company of the Year Award. The company’s ability to respond quickly to meet customer needs holds Diebold in good stead and poises them to grow exponentially in an improving economy in the near future.

Each year, Frost & Sullivan presents this award to the company that has demonstrated excellence in terms of business development, competitive strategy, customer satisfaction, and leadership within a particular Frost & Sullivan Industry Research Group (IRG). This award recognizes outstanding management, consistent growth, and the ability to offer high quality products and/or services as well as have a positive social and economic impact on local and national communities. It also highlights exceptional customer service offerings and the expertise to take advantage of market changes by capturing and solidifying market presence, or execute of innovative strategies within the existing competitive landscape.

Frost & Sullivan’s Best Practices Awards recognize companies in a variety of regional and global markets for demonstrating outstanding achievement and superior performance in areas such as leadership, technological innovation, customer service, and strategic product development. Industry analysts compare market participants and measure performance through in-depth interviews, analysis, and extensive secondary research in order to identify best practices in the industry.

About Diebold Security

Diebold, Incorporated is a global leader in providing integrated self-service delivery and security systems and services in the financial market. Diebold Security is an integral division of Diebold, Incorporated specializing in providing comprehensive end-to-end security solutions and services in the financial, retail, government, commercial / enterprise markets.

About Diebold

Diebold, Incorporated is a global leader in providing integrated self-service delivery and security systems and services. Diebold employs more than 17,000 associates with representation in nearly 90 countries worldwide and is headquartered in Canton, Ohio, USA. Diebold is publicly traded on the New York Stock Exchange under the symbol ‘DBD.’ For more information, visit the company’s Web site at www.diebold.com.

About Frost & Sullivan

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