

Focus On...

Panini Snapshot: Key Company Highlights

Customer & Partner Success: Featured Partners and Distributors

Product Briefing: Products and Services Update

Industry - Did You Know?: Significant Industry Facts

Marketing Center: Marketing Programs and Events

Panini Snapshot

Panini Announces Michael Pratt as Chief Marketing Officer for Panini North America

- Michael offers extensive experience and proven success in marketing and distributed capture.
- He will play a key role in identifying and leading the future direction of the company.
- Michael can be reached at michael.pratt@panini.com or 937-291-2195 x56.

Panini Appoints Veteran Executive Randy Malchar as Director, Product Marketing & Management

- Randy has over 30 years of experience in the financial services market.
- He will be responsible for a broad range of strategic and tactical initiatives in support of Panini's current and future products in the North American market.
- Randy can be reached at randy.malchar@panini.com or 937-572-8825.

Panini Gives Back to the Community

- For the second year in a row, Panini will participate in JDRF (Juvenile Diabetes Research Foundation) – Walk to Cure Diabetes.
- Every dollar contributed by Panini employees and their families is matched by Panini.
- Your donations are welcome! Visit www.jdrf.org for more information.



Panini Partner Plus Program

- Panini has developed **Partner Plus**, an innovative channel program exclusively for Panini channel partners.
- Partner Plus is designed for valued Panini partners to provide the **structure, programs, and incentives** for those partners who promote Panini solutions.

Panini Selected as "Top 10 Tech Companies to Watch" by Bank Systems and Technology

<http://www.banktechnews.com>

- BTN's annual ranking profiles ten of the most forward thinking technology companies.
- Reprints are available. For a copy, please contact Jess Back at jessica.back@panini.com or 937-291-2195 x28.



Customer & Partner Success



Bankserv Selects the Panini My Vision X Single Document (SD) Check Scanner as Part of its Strategy for the Small Business Market

- "BankServ has selected the Panini My Vision X series of scanners for both the quality of the units as well as ease of use and installation. The New My Vision X Single Document (SD) model, with its lower cost, will further enable growth for many of our clients who need the ability to deploy scanners across large numbers of customer locations. With the option to upgrade as check volume grows, the Panini MyVision X series is the perfect solution for growing businesses," says Andrew Torre, General Manager, Bankserv.

Industry - Did You Know?

Compelling Facts About the Small Business Market

- There are approximately 24 million small businesses in the United States. They account for 99.6% of all U.S. business organizations, 34.1% of all U.S. business revenues, and 65.4% of U.S. business payment transactions (source: BAI).
- Approximately 50% of all checks in the U.S. are written by businesses, totaling nearly 16 billion checks per year (source: Federal Reserve).
- Checks account for 72% of all payments received by small businesses (source: BAI).
- Small businesses receive, on average, 259 payments per month (source: Dove Consulting).
- 47% of small businesses prefer using checks when making payments (source: Dove Consulting).
- Minimal decline in check usage is expected in the small business segment in the period from 2006 to 2010 (source: Digital Insights).
- 50% of small businesses are familiar with RDC, and 8% of small businesses are already using some form of electronic check conversion (source: BAI Banking Strategies).

Product Briefing

My Vision X™ SD – Single Document Check Scanner Launched for Panini Small Business Initiative

- Panini has taken aggressive steps to position the SD as the **check capture device of choice** among treasury operations and their commercial clients.
- Designed specifically to meet the market defined requirements for small business.
- Provides banks and partners with an aggressive combination of **quality, features** and **price**.

My Vision X™ P – Two Pocket Check Scanner

- High performance check scanner **designed with two exit pockets** for sorting.
- Silver Bullet Ranger® tested and certified.
- Leading software providers are offering certification.
- Product specifications available. For a copy, contact Randy Whitley at randy.whitley@panini.com or 937-291-2195 x14.

Panini Advanced Graphic Printer (AGP) for Payee Endorsement

- Panini's AGP enables RDC users to **automate the payee endorsement function** as part of the check capture processing.
- Customers no longer have to use a separate printer or stamp, eliminating the cost, time delay, and fraud potential with this extra manual step.
- **Refer to Marketing Bulletin - AGP for Payee Endorsement for more information.** For a copy, contact Angie De Jesus at angie.wagner-dejesus@panini.com or 937-291-2195 x17.

Panini will be launching a **NEW Vision X** check scanner at the **BAI Retail Delivery Conference & Expo**, November 13-15 in Las Vegas

- Visit us at booth 1045 for a product demonstration.
- We look forward to seeing our valued customers and partners at the show.

Marketing Center

Small Business Initiative for Distributed Capture

- Panini's Small Business Initiative is a **comprehensive program** based on **substantial primary and secondary market research**.
- The program provides our customers and partners with a combination of products and services **tailored specifically** to small business.

Market Profile Presentations

- Panini has released **two significant market profile presentations** including: Small Business RDC Market Profile & Merchant BOC Market Profile.
- For a copy of the presentation(s), contact Angie De Jesus at angie.wagner-dejesus@panini.com.

Tradeshows & Events

AFP Conference & Expo

- October 21-24, Boston MA
- Boston Convention Center
- Booth 1417
- Panini will be launching Small Business Initiative

BAI Retail Delivery

- November 13-15, Las Vegas NV
- Mandalay Bay
- Booth 1045
- Panini will be launching **NEW Vision X**

