

## Frost & Sullivan Recognizes Diebold for Rapid Growth in the Commercial Monitoring Market

**MOUNTAIN VIEW, Calif. — May 13, 2010** — Based on its recent analysis of the physical security market, Frost & Sullivan recognizes Diebold, Incorporated (NYSE: DBD) with the 2010 North American Frost & Sullivan Award for Commercial Monitoring Company of the Year. The commercial alarm monitoring market was a \$4.5 billion market in North America in 2009. Diebold entered this highly-fragmented market and has grown organically to establish itself as one of the largest service providers in the market over the past three years.

The commercial monitoring market has significantly outgrown the residential monitoring market over the past 10 years. Today, monitoring services are offered by traditional monitoring companies, as well as vendors, systems integrators, and software developers. There are more than 10,000 vendors and service providers that provide some type of monitoring services in the commercial market, with acquisitions being the primary method of growth.

“Monitoring services are important for reducing risk in businesses arising from threat of vandalism, burglary, and other security issues,” says Frost & Sullivan Security Analyst, Dilip Sarangan. “To stand out in the crowd of vendors, Diebold has focused on expanding its capabilities, evolving cost structures, and providing the right path for migration to advanced technology, all while reducing risk and enhancing business efficiencies for customers.”

Towards this end, the Diebold Monitoring Center has set forth four key growth objectives – to gain market share and expand wallet share with new services, to gain market share through new sales channels, to make existing services easier to sell, buy, and implement, and finally, to retain existing customers by providing excellent customer service.

Innovation has always been a cornerstone of the company as seen in its tagline – “Innovation Delivered.” The company launched innovative products, channels, and services even in the face of a harsh economy. The National Defense University (NDU) Lincoln Hall project offers a prime example of how Diebold takes highly sophisticated security technology and expertise, and puts it into action. Leading the project’s design and implementation in cooperation with the NDU engineers, the prime contractor, building architects, engineers, and the Army Corps of Engineers, Diebold delivered a comprehensive, integrated security system for the Lincoln Hall building on the campus of NDU in Washington, D.C.

Overall, Diebold has been rapidly evolving to stay ahead of market trends. With technology investments now being seen as a way to achieve a number of business objectives, including lowering costs, increasing efficiencies, and enhancing customer satisfaction. Diebold is leading the industry from the front, going beyond mere tactical moves to giving technology more strategic importance. In recognition of these strategies that have made it a dominant force in the commercial monitoring market, Diebold is the worthy recipient of the 2010 North American Frost & Sullivan Award for Company of the Year in the physical security market.

Each year, Frost & Sullivan presents this award to the company that has demonstrated excellence in growth strategy and its implementation. The award lauds innovation in products and technologies and the resulting growth in value for customers and overall market penetration.

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**

Diebold, Incorporated is a global leader in providing integrated self-service delivery and security systems and services. Diebold employs more than 16,000 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](http://www.diebold.com), or visit [www.diebold.com/150](http://www.diebold.com/150) to learn more about Diebold's 150-year history.

#### **About Frost & Sullivan**

Frost & Sullivan, the Growth Partnership Company, enables clients to accelerate growth and achieve best-in-class positions in growth, innovation and leadership. The company's Growth Partnership Service provides the CEO and the CEO's Growth Team with disciplined research and best-practice models to drive the generation, evaluation, and implementation of powerful growth strategies. Frost & Sullivan leverages over 45 years of experience in partnering with Global 1000 companies, emerging businesses and the investment community from 40 offices on six continents. To join our Growth Partnership, please visit <http://www.awards.frost.com>.

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