

## Outsourcing Vault-Cash Services Can Increase Footprint

Partnering with an ATM services provider helped one operator increase the number of machines deployed.

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### The players

**Elan Financial Services** has provided a full range of payments, products and services to independent ATM deployers (IADs), independent sales organizations (ISOs), and financial institutions (FIs) for 40 years. Elan is the only provider in the industry that directly offers both ATM processing and ATM vault cash.

**ATM Solutions**, based in Cincinnati, was established in 1994 as an ATM cash replenishment and maintenance company. Today, it also provides financial institutions with ATM sales and outsourcing solutions. ATM Solutions services 3,000 ATMs, primarily in Ohio, Kentucky, Tennessee, Indiana, Illinois and Missouri. The company has grown its ATM placement division to over 550 ATMs.

### The challenge

ATM Solutions began deploying ATMs in 2004. When the company started, it would buy an ATM and put cash in the machine from its own operating account.

Using its own money worked well when ATM Solutions was only deploying a few

machines. But as it focused on its growth, ATM Solutions realized that the lack of capital was hampering its potential.

“We had gotten to the point where we had stopped growing when we were using our own operating capital for vault cash,” said Paul Scott, president of ATM Solutions. “When you’re outlaying \$40,000 per ATM, your checking account gets drained fast.”



*ATM Solutions deploys 550 ATMs, primarily in Ohio, Kentucky, Tennessee and Indiana.*

ATM Solutions was looking for a partner to help provide vault cash, enabling the company to deploy more ATMs in more locations, without requiring a large investment in time or capital.

### The solution

ATM Solutions knew it needed to work with a trusted vendor that could offer vault-cash services. ATM Solutions had been servicing U.S. Bank's ATMs since 1994. Because that relationship had been so successful, ATM Solutions turned to U.S. Bank for help with transaction processing and vault-cash services. U.S. Bank, doing business as Elan Financial Services, was able to help.

"We started working with ATM Solutions in 2006," said Steve Gernes, ISO Segment Manager with Elan. "We started by providing ATM processing services, and then moved into offering vault cash. It's really

been a two-way street as we help each other position for growth."

Not only does Elan provide cash to stock the machines and transaction processing services, but it also offers more data to help ATM Solutions make informed decisions.

"We are able to offer daily access to all information, monthly reports that provide transaction detailing and the amount of cash the ATMs are going through and expert advice through our dedicated relationship managers," said Gernes.

"We are a hands-on company," said Scott. "And with Elan, we still feel like we're in control. They give us all the information we need to make smart decisions, and then they help us implement those decisions. There's no pressure, just a team approach."

### The results

When ATM Solutions started, it was able to finance its own machines. As its portfolio grew, however, it needed help. Elan has allowed ATM Solutions to place 550 ATMs throughout the Midwest, and it continues to grow.

"We have unlimited growth potential because Elan is so large," said Scott. "We don't have to worry that they're going to cut off our access to cash because we've reached a limit. And because they're all over the country, we can place our ATMs wherever we think they'll be profitable, without having to worry about how we're going to stock them."

ATM Solutions has increased its portfolio to include financial institution-branded ATMs and private-label ATMs in locations

### Benefits of the partnership

Elan is a key provider to ATM solutions and provides a wealth of knowledge, including:

- Daily access to transaction information
- Monthly reports with transaction details
- Amount of cash each ATM is using, so more or less can be placed in the machine as needed
- Regular portfolio reviews
- Enhancement suggestions

such as convenience stores. Either way, it knows it can count on Elan to provide the service it needs.

“We work with a lot of clients who depend on us,” said Scott. “So we needed a vendor we could rely on. That’s why it made sense to turn to Elan. We have a long relationship with them, and we knew they would deliver what they promised.”

Gernes agreed. “Part of Elan’s strategy,” he said, “is to help ATM Solutions be able to attract new business, because if ATM Solutions is thriving, so too is Elan”.

“We want to help ATM Solutions find new growth opportunities and stay competitive in the marketplace,” he said. “We try to position ourselves with our clients so that we are a part of the quality that they offer.”

ATM Solutions credits its growth, in part, to its work with Elan.

“It makes growing pretty easy when you’re tied to Elan,” said Scott. “They have a great team that is friendly and knowledgeable, and they’ve provided everything we’ve asked for and more.”

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*— Paul Scott, president, ATM Solutions*

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**About the sponsor:** Elan Financial Services has provided a full range of payments, products and services to independent ATM deployers and financial institutions for 40 years. Elan has offices in Pittsburgh; Irving, Texas; Lafayette, La.; Palm Desert, Calif.; and Richfield, Minn. Visit [www.elanfinancialservices.com/atm-debit](http://www.elanfinancialservices.com/atm-debit) for more information about Elan processing and vault-cash services.