

FI Finds Alternative ATM Deployment Solution for Off-Premise Location

The Business Requirement:

The financial institution (FI) is approached by a merchant customer who wants to deploy an Automated Teller Machine (ATM) for added customer convenience. The FI would like to assist the merchant with their request and sees this as an opportunity to be a good business partner and extend their brand and FI services within the community.

The Challenge:

Financial ATMs designed for offsite locations have an initial investment of \$7,000-\$12,000, depending on the machine quality and feature function. In addition, there are considerable on-going expenses that need to be considered such as: cash replenishment services, first and second line maintenance services, transaction processing, communication costs, cost of funds, and supplies. This can bring the total cost of deployment per site to \$500-700.00/month.

Even though the FI sees many positives in helping their merchant customer, it is determined that a traditional financial ATM placement is not an option once all the expenses are taken into consideration

The Solution:

Looking for options, the FI contacted "The ATM Experts" at NuSource Financial to discuss their dilemma and to evaluate alternative deployment options. NuSource Financial listened to the customer's needs, the placement requirements, and then customized a **Shared Branding** solution that satisfied all requirements. With the Shared Branding solution by NuSource, the FI's financial exposure, daily involvement, and operating costs are reduced. They are now able to extend their brand and service footprint in the community, as well as have an opportunity to realize some revenue, depending on volumes. The merchant is now able to provide the added customer convenience of an ATM as requested. What began as a financial business challenge, turned in to a "win-win" for all parties.



" For the last several years we have engaged NuSource Financial to manage offsite ATM locations for our credit union. Through their creative ideas and focus in the ATM channel, they have turned locations that would have cost hundreds of dollars a month into operational profit centers."

Mike Pratt/IT Administrator - Spire Federal Credit Union