



Triton Supplies Cash in Small Spaces

UK-based ATM deployer works with Triton Systems to create an ATM perfect for locations where space is at a premium.

By **Richard Slawsky** | Contributing writer, ATM Marketplace

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CASE STUDY

TRITON SUPPLIES CASH IN SMALL SPACES

The players

Triton Systems has been a trusted leader in affordability and service for over 40 years. With a full line of ATMs for financial institutions and retail locations, designed and assembled in the U.S. at a state-of-the-art manufacturing facility in Long Beach, Miss.

A leading provider of ATMs and ATM management software globally, Triton ATMs have a sleek modular design, making them easy to maintain and upgrade. Triton staffs hardware and software engineers on-site ready to help with custom software and manufacturing projects. They also have an exceptional team of technical service representatives to help resolve rare issues, and our customer service and sales teams are the best in the industry!

Founded in 2000, **Cash on the Move** pioneered the mobile ATM concept in the UK, providing event visitors with access to cash onsite for the very first time. This service had a major impact on the UK event industry and contributed to its growth – with events of the caliber of Glastonbury Festival, Royal Ascot, Glasgow Commonwealth Games & The Ryder Cup among many who welcomed the facility. The company's event ATM solutions have continuously improved over the years; from ATMs housed in simple marquees and trailers, to state-of-the-art Cash Cubes and bespoke cash-in-transit vehicles housing banks of ATMs communicating via multiple telecommunication systems – allowing for cash services to be provided anywhere, at any time.

The challenge

Thanks to its strong links within the event industry sector, Cash on the Move began supplying ATMs – primarily within event venues such as Olympia London & the NEC Birmingham – who remain as clients today after many successful years working together. Over time the company expanded into the ATM arena, with Triton ATMs installed in a variety of locations nationwide over recent years, establishing Cash on the Move as a significant deployer of retail ATMs in the UK.

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Some of the markets Cash on the Move wanted to serve with street-facing ATMs included convenience stores and similar businesses that wanted to offer their customers 24/7 access to cash regardless of their operating hours. Unfortunately, many of these locations had limited space, negating the possibility of a free-standing machine, and some did not want to install large through-the-wall (TTW) machines such as the Triton ARGO FT, which traditionally can take more space than was available for this installation. The solution was a smaller footprint TTW unit.

“We really like the ARGO FT, but it’s a big unit,” said David Shread, chief operating officer with Cash on the Move.

“So we contacted Triton and said, ‘we want this ATM, but we need it to be smaller,’” he said. “What can you do?”

The solution

Over the next few months, Cash on the Move worked with Samuel Neufeld, Founder, Co-CEO and Leader of Global Business Development at ATM Protection Solutions. Working collaboratively with Triton, Sam’s team, produced an innovative cabinet in the desired size.

“We also wanted to make it a merchant-fill ATM, which nobody else was offering,” Shread said. “It came down to size, convenience and adaptability for the merchant.”

ATM Protection Solutions and Triton engineers then utilized existing ARGO FT components, and reconfigured them, resulting in a machine that was half the size of the original ARGO FT but with all the same functionality.

“We only really looked at doing this because we’re used to chopping things down,” Shread said.

“For instance, in our event placements we have up to eight ATMs that we’ve chopped down to half-size and mounted through either side of a big van,” he said. “We do lots of experimental things with our ATMs and we thought, ‘Well, why hasn’t somebody done this?’ So we did.”

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The ATMs, dubbed the Compact400, can be installed through storefronts ranging from glass windows to brick walls and anything in between.

The results

To date Cash on the Move has deployed approximately 50 of the Compact400 ATMs, with the possibility of deploying several hundred a year going forward. Because the machines are merchant-fill, shopkeepers can ensure the machines are stocked with cash, maximizing their revenue stream.

“We were aiming mainly for convenience stores and smaller local supermarkets because virtually all of those will have a lobby ATM,” Shread said.

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“We thought if we can approach these clients and say, ‘You’ve got a lobby ATM, but it’s taking up space you could use for something else? What if the ATM was sticking through the window, didn’t take up any space and you could up your level of transactions and therefore your revenue stream.?’ And obviously, the answer has been yes.”

The company now plans to target bars, restaurants, fast food outlets and other locations that may see high foot traffic and are open late. Shread credits the staff at Triton for helping Cash on the Move create another growth market for the company.

“The response from Shaun, Terry and Richard at Triton was great,” Shread said. “They said let’s figure a way to do it, and working together we made it happen.”

ABOUT THE SPONSOR:

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Triton’s sister company ATMGurus is a parts, repair and training provider for most popular retail ATM brands. With a large inventory of stocked ATM parts and accessories, ATMGurus ships Genmega, Tranax, Nautilus Hyosung, and Triton parts worldwide. Repairs (even down to the circuit board level) are performed on-site by dedicated and specially trained bench technicians.

Triton staffs hardware and software engineers on-site ready to help with custom software and manufacturing projects. We also have a crack team of technical service representatives to help resolve rare mechanical issues, and our customer service and sales teams are the best in the industry!

