

One Solution Achieves Many Goals for ATM Network Operator

ATM Depot Inc. is one of thousands of small businesses that play outsize roles in the North American economy. Founded in 2001 by Adnan Abu-Own, the company owns and services nonbank ATMs in approximately 850 locations, including convenience stores, gas stations and other high-traffic retail sites, in and around Dallas, Texas, and Tulsa, Okla.



Keeping this extensive network of ATMs loaded with cash is the job of the company's 14 full-time drivers, each of whom services between 10 and 30 locations per day. In addition to replenishing the machines, the drivers also troubleshoot and repair a variety of functional issues that might take an ATM offline.

Dispatching and tracking these employees and their vehicles over two broad market areas is a job in itself. But as the ATM Depot Inc. network continued to expand, Abu-Own found that his payroll was rising at an alarming rate due to overtime. Fuel and other vehicle-related costs as well as ensuring timely service across several hundred business locations, each with distinct operating needs, were also areas of concern.

“**My guys were planning their own routes, and unfortunately I found I was never paying them for the normal 40 hours per week. My biggest expense is payroll and I felt I needed to look for ways to improve efficiency and reduce overtime.**”

Adnan Abu-Own
President
ATM Depot Inc.



Industry

Cash Network Servicing

Partner

ATM Depot Inc.
www.atmdepotinc.com

Opportunities

- Increase employee and asset efficiency
- Reduce labor expense
- Increase fleet/business security
- Increase customer service levels

Solution

ASCEND Route Optimization & Asset Tracking

Results

- Dramatically reduced employee overtime
- Reduced fuel expense
- Increased visibility and operational control
- Additional capacity to enable network growth
- Stronger customer satisfaction and loyalty

Abu-Own was certain that asset tracking and route optimization solutions could help him save money, improve operational security and better meet the service requirements of his customers. Unfortunately, the search for the right partner took longer than he had hoped, as two providers promised more than they apparently could deliver.

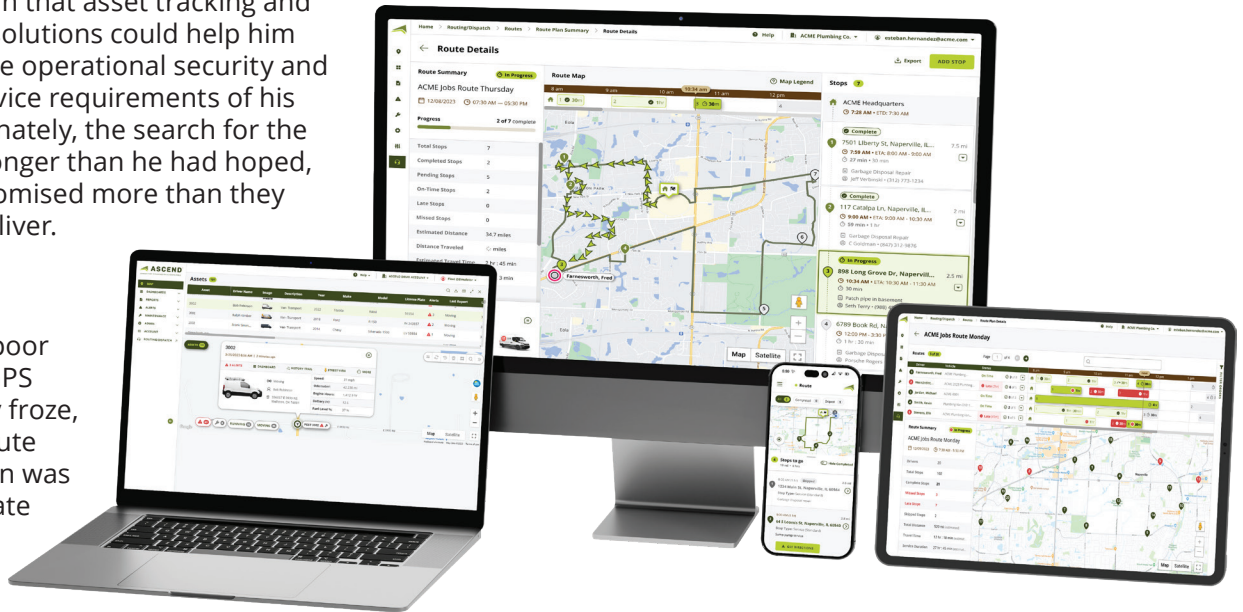
"I didn't like either of them," he said. Problems included poor functionality – the GPS software repeatedly froze, and the separate route optimization solution was never able to generate efficient, usable routes.

As he continued his search, Abu-Own discovered ASCEND, a fast rising solutions provider that uniquely offers GPS tracking and route optimization in a single platform. He asked an ASCEND representative for a real-life demonstration of the solution's route optimization capabilities using ATM Depot Inc.'s most recent routes. "The results were outstanding," he said. "I felt comfortable enough to sign an agreement with the added benefit that I was getting both services with a single subscription."

Implementing the new solution was surprisingly easy – ASCEND GPS units simply plug into a

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vehicle's OBD II port and employees are guided through routes via the ASCEND mobile app. Even Abu-Own's drivers, who were skeptical, quickly discovered that ASCEND enables them to more efficiently service their customers. In other words, tangible ROI via significantly less overtime and reduced fuel expense. Abu-Own can now also provide accurate service call ETAs when customers call.

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Another benefit is improved security. It's not uncommon for drivers to begin their routes with over \$100,000 in cash and return with three times that amount at the end of the day. "With that much money at stake, I really need to know where my guys are going and when," Abu-Own said.

Although ASCEND isn't ATM Depot Inc.'s first technology provider, Abu-Own is confident it is the right partner for the long term. "I would 100% recommend them to anyone," he said. "My account manager is a wonderful lady. She answers my calls, responds to email, is very knowledgeable about the product, and helps make sure any issues are fixed immediately."

Contact us today: (855) 275-2601 | info@ascendfleet.com | ASCENDFLEET.com | 

