

Options to Reduce Expenses and Generate Incremental Income

Recent surveys indicate that U.S. consumers will be using more cash than credit to better manage their budgets in the months ahead. This also includes the use of branded debit cards which are continuing their strong growth among consumer payments.



For credit unions with a strong Visa or MasterCard debit card program, this is great news and should help boost interchange income which is the major income source for almost every electronic services department.

Also, with more cash usage, many predict a growth in ATM withdrawals which bodes well for ATM deployers and surcharge fee income. Financial institutions are also looking more aggressively at the issuance of prepaid reloadable debit cards to serve the needs of their SEG groups, unbanked market, or to be used for convenience and safety for their members who travel.

Additional interchange and fee income are the benefits, along with additional deposits, providing an institution can muster a large enough program, i.e. the distribution of 10,000 prepaid cards annually.



For smaller institutions, an agent program with a partner like CashTrans and the Espree debit card makes great sense due to

the low cost, easy marketing, and minimal risk.

In addition to exploring new products and services to serve the changing consumer payment patterns, many institutions are looking to reduce EFT processing or capital equipment costs.

Many experts predict that the number of ATMs operated by financial institutions in the U.S. will decline over the next few years due to industry consolidation, institutions reducing expenses by eliminating marginal or unprofitable off-premise ATM deployments, as well as moving to outsourced ATM programs.

Reputable companies like CashTrans welcome the option to acquire these sites by placing them into CashTrans' ATM outsourcing program since their economies-of-scale deliver much lower costs than most financial institutions. Some institutions are even choosing to outsource/sell their entire ATM portfolios as the operational costs and headaches continue to strain their electronic services departments.

In summary, below are some of the key trends that we see in the financial services industry related to card payments and EFT processing:

1. **FI customers are using more cash/debit cards and less credit.**
2. **ATM transaction usage should increase due to the shifting consumer usage.**
3. **Branded debit card transactions will continue to grow including usage of prepaid debit cards like the MC Espree Card.**
4. **More FIs will turn to ATM outsourcing partners like CashTrans to reduce expenses.**

For more information about this article or services described, please contact Fred Ethridge at 770-941-6680 X35 or please visit the CashTrans website at www.cashtrans.com.

Reaching Your Members Remotely



Georgia Guard Credit Union, in partnership with CashTrans, recently deployed a new remote drive-through ATM operation near the Georgia Guard training facility entrance located in Savannah, GA.

"We are pleased with the opportunity to partner with CashTrans and to deliver 24-hour convenience to our members in Savannah, by placement of this ATM, at a cost far below anything we expected," stated Debra Montford, President and CEO, Georgia Guard Credit Union. "We believe that the decision to deploy off-premise Georgia Guard branded ATMs will prove to be one of the cornerstones in our growth strategy," continues Ms. Montford.

Pictured below is the new ATM location which was dedicated on Wednesday, March 18th by the management of both Georgia Guard Credit Union and CashTrans.



"We are delighted to partner with Georgia Guard Credit Union to offer ATM convenience around-the-clock to their members located or training in Savannah, GA.," says Fred Ethridge, President, CashTrans. "Our outsourcing model is sound and works well, particularly for smaller institutions with little capital to invest in top-of-the-line ATM equipment. We have proven over-and-over that outsourcing works for anyone including even the larger institutions with many ATMs and tens of thousands of customers," continues Mr. Ethridge.

For more information about CashTrans products and services or specifics on outsourcing solutions, please contact Fred Ethridge at 770-941-6680 X35.

TECHNOLOGY NEWSFLASH

CashTrans in partnership with RBS Worldpay has the ability to process ATM based image deposits on behalf of its clients.

This advanced functionality is available with the Nautilus-Hyosung Monimax model 7600DR pictured below.



Please contact any member of our sales team at CashTrans with any needs at 770-941-6680 as we deeply value your business.

News Announcement

CashTrans is looking forward to seeing many of our credit union clients and friends at these upcoming credit union league annual meetings.

Please look for our newsflash announcements and invitations.

- ◆ *SCCU - April 16-18, Myrtle Beach, SC*
- ◆ *GCUA - May 6-9, Savannah, GA*
- ◆ *FCUL - June 17-20, Orlando, FL*

For more information please contact Fred Ethridge, CashTrans President at 800-262-7995 X35 or via email at Fred.Ethridge@CashTrans.com