

Five ROI Benefits of Wireless ATM Connectivity

Converting ATMs from landlines to wireless can reduce costs, save time, and provide peace of mind for IADs.

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In the past, wireless was looked at by IADs as an unreliable and costly form of ATM connectivity. After years of technological advancements and economies of scale, wireless is now the standard for ATM communications.

Several years ago, IADs would generally use wireless modems for ATMs in places where landlines simply weren't available. These locations usually included special events and fairs.

Although wireless was the best alternative for connectivity in these locations, at the time, IADs didn't feel it was the best overall solution. In general, IADs experienced higher costs for wireless connectivity, along with a technology that was far from reliable. IADs also found it extremely difficult to place wireless ATMs at large well attended events where mobile phone usage was especially high, which in turn caused interference with, and sometimes prevented, successful data transfers.

Since the rapid adoption of cellphone usage throughout the world over the years, cellular carriers have made significant improvements in their market coverage and bandwidth. As wireless technology has



The technology behind wireless connectivity has improved significantly, making connections more reliable and less expensive than landline connectivity.

advanced, equipment and connection costs also have decreased significantly.

Burt Matthews, president of OptConnect, said, "With a significant reduction in cost, wireless has become much cheaper than the common landline. There are a number of ancillary benefits along with lower costs, making wireless the smart choice for IADs." OptConnect — a supplier of wireless solutions for ATMs — outlines five ROI benefits of converting ATMs to wireless.

1. Low connectivity costs: Add money to the bottom line

By switching ATM portfolios from landlines to wireless, IADs have been able to reduce monthly communication costs as much as 50%. The average monthly cost for a landline across the US is \$42, while the monthly cost for a wireless connection can be as low as \$19 — a savings of more than \$20 per month. OptConnect offers wireless plans in which there are no upfront costs to use their wireless modem — saving you hundreds of dollars on equipment.

“If an IAD with a portfolio of 300 machines were to cut costs by \$20 per month for each machine, that is a savings of \$6,000 per month. Not to mention the additional savings in installation costs by going wireless. The cost of installation on a landline is typically \$150-\$175, and it could take days before a phone company is available to install. Wireless is plug-and-play, so no appointments or expert techs are required,” Matthews said.

2. Simple installation: Install ATMs on your schedule

Many ATM wireless suppliers, including OptConnect, provide IADs with modems that are preconfigured and preloaded with the necessary software so they simply can be plugged into an ATM machine in a few simple steps:

Step 1: Connect ATM to wireless modem

Step 2: Attach antenna

Step 3: Plug into power

Matthews asks, “As an IAD, do you want to send someone out to a location where they could ultimately spend the entire day

By switching to wireless, setup can be done in just a few simple, cost-saving steps.

— Burt Matthews, president of OptConnect

waiting for a phone company? Or would you prefer to have the ATM installed and programmed when you want?”

By switching to wireless, setup can be done in just a few simple, cost-saving steps. “Our goal is to make sure IADs don’t have to worry about a thing,” Matthews said. “They simply send us their order agreement, then their modems are programmed and shipped out the same day — making it possible for the IAD to install modems as early as the following day and in as little as ten minutes. The IAD doesn’t have to spend time and money on hardware and trying to get a cellular carrier to make it work with the different processors. We have done all that for them already.”

3. Flexible: Truly mobile

With the increase in wireless technology over the years, cellular towers are found almost everywhere, providing wireless devices wider coverage than ever before. Thanks to these advancements, increased data transfer speeds and the equipment dependability afforded by wireless service, ATMs can process transactions wirelessly and flexibly — whether it’s in a temporary location such as fairgrounds, or in a permanent location such as a convenience store.

Often during the life of an ATM, something will cause for an ATM to be relocated, whether to a higher volume location or for a store remodel. One of the nice features of

wireless is that the modem can move with the ATM anywhere and anytime at no additional cost (unlike landlines).

4. Secure connection: Prevent the risk and damage of hackers

With a wireless connectivity program, such as one offered by OptConnect, modems are preconfigured to communicate with most major retail-style ATM processors. “In order to safely connect and process any type of financial transaction, the modem needs to incorporate Secure Sockets Layer (SSL),” Matthews said.

SSL is an encryption protocol that provides communications security over the Internet. For the IAD using wireless modems equipped with SSL, the potential for a costly security breach via the wireless connection is extremely minimal.

“Many wireless modems, including OptConnect’s, are internally programmed with SSL to ensure that customers’ transactions are processed securely — just as secure, if not more so, than a landline,” Matthews said.

5. Warranty coverage and 24/7 support: Maintain ATM uptime

The increased uptime afforded by today’s wireless service means that IADs can have peace of mind knowing that they are unlikely to experience a loss of service that could impact revenue.

“OptConnect’s uptime averages 99.9%,” Matthews said. “As a result, wireless ATMs can actually prove to be more reliable than those that use a landline connection.”



A comprehensive warranty can protect deployers against a loss of service that could result in a decrease in revenue.

In some cases, IADs of wireless ATMs can protect themselves against the cost of replacing equipment in the unlikely event there is a failure. OptConnect, for example, offers customers a Lifetime Extended Warranty at no additional cost with their wireless agreements. This plan includes advance overnight replacement, providing IADs peace-of-mind with little to no downtime on their ATMs.

With OptConnect’s 24/7 customer support, IADs can troubleshoot their modems free of charge and in most cases, diagnose and fix issues remotely. “If someone calls us and says their modem has gone down, we will troubleshoot it immediately,” Matthews said. “In the rare event that there is some sort of hardware malfunction, we will advance overnight a new unit for them with a return shipping label to simply send us back the old one.”

About the sponsor: OptConnect, a Grant Victor company, is a leading provider of wireless connectivity solutions for ATMs throughout North America. OptConnect furnishes fast, secure wireless connectivity for ATMs, boosting cost savings, reliability and simplicity for customers. For more information, visit www.optconnect.com.