



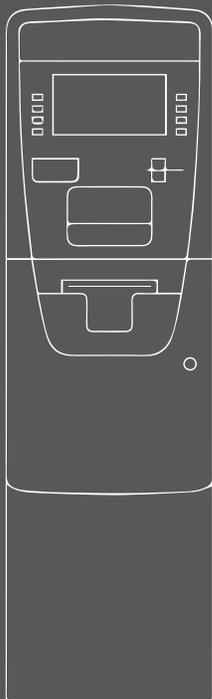
CONNECTIVITY FOR ATMS

GETTING THE MOST VALUE FOR YOUR DOLLAR



Meirtran is an ATM Independent Sales Organization (ISO) with over 25 years of experience. With many ATMs in all types of locations, Meirtran handles over 500,000 transactions a month and dispenses millions of dollars a month.

As Meirtran's portfolio of customers began to grow, they found themselves juggling multiple connectivity providers. David Hayenga, VP and CFO at Meirtran, began evaluating which provider met their needs in the areas of cost, user interface, reliability, and customer service. After extensive research and analysis, Meirtran partnered with OptConnect.



About Meirtran

Founded in 1994, Meirtran is an ATM ISO that offers services in cash replenishment, unit maintenance, revenue sharing, compliance, and more. Serving financial institutions (FIs), bars, and restaurants, high schools, park districts, convenience stores, etc., Meirtran also manages ATMs for events. With a focus on simplifying ATM management for its customers, Meirtran is centered around being an all-in-one ATM ISO where its customers can get everything they need without having to use multiple service providers.

Their Need

With multiple connectivity sources being utilized by the company, there was a lack of reliability and consistency within their business. Hayenga came

into the company in recent years and saw the need to narrow down to one sole connectivity provider. "When I started, we were using many different connectivity providers, and I knew we needed to narrow down to one provider that we could really count on."

Hayenga said that the company also ran into issues when having to deal with a carrier directly for customer support. "Often, when we called in, it was a difficult process just to get a line added or removed," said Hayenga. "I knew that we needed to simplify our solutions so we could be more effective, and that's when I began comparing each provider to narrow it down to one."

Needing an all-in-one source for connectivity that could support all of their ATMs, Meirtran partnered with OptConnect in September of 2011.

MEIRTRAN AT A GLANCE

1994

YEAR MEIRTRAN
WAS FOUNDED

\$40M

DOLLARS DISPENSED
PER MONTH



"As a company that is focused on simplifying ATM management for our customers, it didn't make sense to have multiple connectivity providers which was ultimately making things harder on our end. We needed a sole provider that we could rely on and hold accountable."

- David Hayenga, VP & CFO, Meirtran

THEIR SOLUTION

After partnering with OptConnect, Meirtran began converting all of their existing routers over to OptConnect 4100 routers to power their connectivity needs. The OC-4100 is a wireless 4G LTE Cat 1 modem that was designed for lower data consuming devices like ATMs, some kiosks, and payment systems. The router has two ethernet ports that allow for easy connectivity for OptReboot or for running multiple devices at a time like a kiosk and a payment system.

Beyond the capabilities of the 4100, Meirtran said that customer service and technical support that they get with OptConnect has gone above and beyond their expectations.

“Working with everyone at OptConnect has been a breeze. Everyone we've worked with over there has been so open and honest, always keeping our best interest in mind,” said Hayenga. “We especially like that we can get customer service the same day and that tech support always has the answers we need.”

Navigating 3G to 4G

With the sunset of 3G, OptConnect has been focused on making sure that all of its customers are converting over to 4G so that their businesses can continue to have optimized connectivity. With Meirtran wanting to convert all of their devices over to OptConnect, it made sense to get them using 4G routers.

“The process of converting all of our devices from 3G to 4G was very smooth,” said Hayenga. “With 3G going away, it's so important for businesses to stay on top of technology and be proactive instead of reactive. 4G was a massive opportunity for our

device locations. It cut transaction times down by a few seconds, which meant a lot to the customer experience in the long run. We have seen how 4G optimizes the user experience and helps FIs compete with the bigger guys.”

In addition to getting their routers converted over to 4G, Hayenga said that the convenience of OptConnect's operations has really enabled them to be more efficient. “OptConnect allows us to be competitive operationally and volume-wise,” said Hayenga. “I know I can plug in an OptConnect router, and it just works, and that in the event of an issue, I can have a router overnighted to me for my convenience.”

Working with Meirtran

Meirtran is working on expanding into new markets in Central Illinois and Eastern Wisconsin. “We see OptConnect fitting into our plans as we continue to expand because we know that having them as a partner means that we'll get the tech support that we need for our customers, so there is no guesswork on our end.”

“Meirtran has been an excellent partner of OptConnect for almost a decade now,” said Eric Smart, Key Accounts Manager Eastern U.S. at OptConnect. “Their technicians are extremely knowledgeable and work well with OptConnect's support team. Meirtran provides excellent documentation of issues they experience in the field to allow us to investigate further and find solutions. Meirtran is one of OptConnect's first partners and we hope to continue to grow our partnership into the next decade.”

THE RESULTS

"I recommend OptConnect because of their overall solution and pricing. If you are an ATM operator and don't look into OptConnect to manage your connectivity, you are doing your company a real disservice."

David Hayenga
VP and CFO at Meirtran



7 STATES SERVED

9-YEAR

PARTNERSHIP WITH
OPTCONNECT



ATM Connectivity

As the premier wireless data provider for the ATM space, OptConnect has the hardware, the network connections, the software, and the monitoring and support to make your ATM deployment simple and secure. Our managed, end-to-end service allows ATM operators to add OptConnect to ATMs without introducing a complicated, time consuming new step in the process

To learn more, please contact us at [1.877.678.3343](tel:1.877.678.3343).