



Global Cash Access

Gaming Industry Leader Finds Winning Hand with Pendulum

Whether they know it or not, millions of Vegas vacationers and gaming patrons around the world have used the services of Global Cash Access (GCA). There are no giant neon signs promoting its name, but GCA, a publicly-held \$1.4 billion company, is a major player in the flow of cash through casinos worldwide. In addition to cash advance, check cashing, and casino credit services, Las Vegas-based GCA manages a fleet of more than 1,200 ATMs that help bettors stay in the game.

Like the nonstop action in the casinos it serves, GCA counts on its ATMs to endure heavy traffic 24 hours a day, every day of the year. So working with top-notch ATM service providers has always been a key priority.

"We needed a nationwide company who could offer the level of responsiveness that our industry demands without being tied to a particular brand of machine," said Jay Fraker, senior vice president, ATM services and corporate support for GCA.

Improving the Odds

Recognizing the benefits of Pendulum's (formerly EFMARK-Bantek) wide geographic reach, GCA chose to expand its existing cash replenishment deal with the company in September 2004, adding 500 ATMs to the contract's original 350.

Seeking even greater efficiency, a year later GCA again looked to Pendulum to offer a complete package of services including cash replenishment, first- and second-line maintenance, hardware refurbishment, and ATM supplies.

"After we started working with Pendulum, we found their service to be more creative and responsive than that of our previous provider, which had often been called the best in the industry," said Fraker.

"We were receiving good service already, but Pendulum improved service further."

After a successful three-month pilot on 200 ATMs, GCA began rolling out Pendulum's single-source solution on 850 ATMs across the country.

"Pendulum is the 'yes' company. They respond quickly to service issues and think outside the box to solve problems," said Fraker. "And the fact that they have armored service and maintenance technicians in every market where GCA has ATMs, makes it easier for us since we now deal with only one ATM service company."

Another key requirement for GCA was that its ATM service company have the ability to work on GCA's own specialized machines. GCA's proprietary Casino Cash Plus product is a 3-in-1 machine that not only offers traditional ATM functions, but also allows

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ATM Distribution and Support

patrons to make debit card withdrawals or credit card advances.

While some ATM manufacturers place less emphasis on servicing other brands, Pendum's independent nature allowed it to add Casino Cash Plus to its list of expertly maintained machines.

Hitting the Jackpot

Furthermore, working with Pendum as a single-source provider makes ATM service more cost-effective for GCA. Managing multiple vendor contracts often results in extraneous charges, which can erode the customer's bottom line. But Pendum's all-inclusive contract puts dollar signs behind the company's "The Value of OneSM" philosophy.

With efficient and professional ATM service, everybody wins. When GCA's ATMs are always up and running, the high rollers stay happy, and that spells success for GCA and its casino customers.

S U M M A R Y

Challenge

Global Cash Access (GCA) deployed a new fleet of ATMs but found that the manufacturer did not provide the level of service GCA demands for its customers.

Requirements

GCA needed a single-source ATM service provider who could provide reliable service to maintain GCA's reputation for high ATM uptime, service all of its national locations, and quickly acquire the ability to service GCA's proprietary line of 3-in-1 ATMs.

Solution

Pendum began by providing cash replenishment service and then expanded to also provide maintenance, supplies, and other services for 850 machines. Pendum's nationwide presence and all-inclusive service package helped GCA simplify its ATM management process and reduce its costs.

About Pendum

Formed through the 2006 merger of two ATM industry pioneers, EFMARK and Bantek, Pendum is the nation's largest independent ATM service company. Pendum provides financial institutions with a single-source solution for ATM equipment and maintenance, cash management and armored cash handling, ATM program management, and value-added branch services.

About Global Cash Access

Las Vegas-based Global Cash Access, Inc. is a leading provider of cash access products and related services to approximately 960 gaming properties and other clients in the United States, Continental Europe, the United Kingdom, Canada and the Caribbean. GCA's products and services provide gaming establishment patrons access to cash through a variety of methods, including ATM cash withdrawals, point-of-sale debit card transactions, credit card cash advances, check verification and warranty services and Western Union money transfers.

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