

*An ATM has become de rigueur for a convenience store, both from a customer-service standpoint as well as a profitability perspective.*



"First and foremost, ATMs are for the convenience of our customers," said Steve Lévesque, product category manager with Alimentation Couche-Tard, the largest convenience store operator in Canada with a network of over 2,000 stores. That convenience draws what Lévesque calls "new money" into the stores. "ATMs serve as a destination for us, and customers who would not otherwise come into our stores use the ATMs so we generate revenue there as well as some impulse sales," he said.

In 2006 when Lévesque, whose job includes oversight of Couche-Tard's Eastern Canada ATM network, was selecting an ATM provider for his stores, he worked with a Triton distributor and decided on the RL5000 as his ATM of choice. Since its founding more than 20 years ago, Triton, which sells through a distribution channel of ISOs and VARs in over 24 countries, has managed more than 180,000 ATM installations. Triton is now the largest provider of off-premise ATMs in North America and the fourth largest producer of ATMs worldwide.

During the selection process, he was impressed with Triton's expertise and flexibility. "We were looking for more of a partner than a supplier that could bring their experience to the table," Lévesque said.

The Triton machines feature customizable menus and promotional space. Couche-Tard uses on-screen advertising as well as signage to promote the machines. In early 2008 Lévesque plans to add couponing to the ATM's functionality to promote in-store merchandising programs.

After a year of using Triton ATMs but another processing vendor, Couche-Tard switched that service to Calypso, a subsidiary of Triton. Calypso, a Canadian full-service provider of ATM processing and management solutions, offers turnkey packages that incorporate processing, authorization, back office operations and settlement for many terminal types.

The close integration of Triton machines and Calypso for processing gave Lévesque a high degree of confidence that the system would perform as planned.

Triton's full range of expertise was important in rolling out ATMs as part of the category strategy. "Expertise was the most important thing for us going into a market into which we never went before," said Lévesque. "We didn't want to fail, so we chose a reliable partner."

*Discover how Triton's complete line of cost-effective, reliable ATMs can help you meet customer demands. Call your local Triton distributor today, or contact Triton directly at (228) 575-3365 or online at [www.triton.com](http://www.triton.com) to learn more.*



*The RL5000, one of Triton's most customizable machines yet, will change the way you think about ATMs. With reliable, hassle-free operation, the PC-based RL5000 provides nearly endless customization, for an endless supply of user options. With its sleek profile, the RL5000 sits attractively in any location, from C-store to bar to hotel lobby.*

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