Money Mart

Leading Financial Services Provider Keeps Money Moving with ReliableWireless Backup from Sierra Wireless

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MONEY MART

Owned by the Dollar Financial Group, Money Mart has been a leadingprovider of affordable alternative fi nancial services for more than three decades. With nearly 1500 retail locations throughout North America andEurope, the company provides a wide range of fi nancial services from low cost payday loans and check cashing to money orders and bill payment services.

BUSINESS CHALLENGE

Every day, thousands of customers visit their local Money Mart store to make secure financial transactions. Money Mart can’t afford to have theirsystems down for even a minute. “Without connectivity to our stores, revenue losses can be in the hundreds of thousands of dollars a day,”explained Pete Wilson, Money Mart’s Telecom & Network Administrator. “Developing a backup system made perfect business sense.”

Money Mart embarked on a large-scale project to install backup connectivity at all retail locations. With stores in both urban and rural areas, theycouldn’t always rely on a landline infrastructure. “Many of our locations are inaccessible to broadband,” said Wilson. “We knew that our only option inthese areas was to fi nd a reliable wireless solution.”

SIERRA WIRELESS AIRLINK® SOLUTION

Money Mart originally deployed AirLink gateways to provide connectivity for their branches. “We chose the Raven because at that time, it was the onlyproduct we found that could reliably handle failover connectivity.”

As cellular networks have evolved and the need for higher speeds/ bandwidth has also changed, Money Mart recognized the need to upgradeits infrastructure. “We did our due diligence, and I’m glad we chose to upgrade to the AirLink ES450 4G Enterprise Gateway. We have begun ourdeployment and so far, the upgrade has been seamless and the product has performed perfectly, ensuring our branches are always on-line,” said Wilson.

RESULTS

Because Wilson manages both network infrastructure and telecommunications, he is able to quickly gather the resources needed for such a deployment. “I canpull everything together quite easily. With all the features and tools, we can set the gateway up in 5-10 minutes and its ready to be installed. The managementtools enable me to monitor and manage the connectivity remotely, address issues as they come up, and when there is a problem with a network device,the out-of-band management feature enables me to get everything back online without having to dispatch a technician.”

APPLICATION

- Financial Services

CUSTOMER CHALLENGE

- Reliable wireless backup infrastructure for fi nancial retail locations
- Requires dependable roll-over to wireless backup if failure occurs, with no

possibility of downtime

SOLUTION

- AirLink® gateways and ES450 LTE gateways provide consistent connectivity and accessibility during backup roll-over, ensuring that no revenue is lost from dropped transactions

KEY BENEFITS

- Uninterrupted, reliable wireless cellular connectivity for heavy transaction load
- Easy confi guration and deployment
- Highest data transfer speeds available
- Comprehensive remote management to ensure system uptime
- Supports customer’s quick time-to-market requirements