The Challenge
Washington Federal had made a strategic decision to greatly expand and update their ATM network. The project would include upgrades to existing ATMs, new equipment and providing uniform marketing and branding to both existing and new locations. The challenge; to identify current equipment/conditions, project needs, establish a realistic total project budget – and complete the project at or below budget.

The Scenario
The Bank had established two primary project goals, to provide expanded ATM services/functionality and to deliver a uniform Washington Federal branded experience across their growing branch and ATM network. This would involve upgrades to existing ATMs, placing new units and rebranding both new and existing sites with new, upscale LED marketing surrounds and signage. Recent acquisitions and consolidations meant that ATMs were being relocated and/or being placed in storage – and the Bank was working with multiple equipment listings that were out of date. Things were moving fast – and putting together an accurate and comprehensive project scope and budget was proving to be very difficult. John Yeckel, Washington Federal’s Facilities Manager and long-time associate, contacted Tim Bergman and said “Show us how you can help”.

Key 2 Advisor’s Solution
After meeting with John and Project Lead Brian Starnes, Key 2 Advisors proposed the following;
1. To create an accurate and expanded data base of current ATMs by location and model, evaluate equipment options and site requirements needed for developing the project scope and budget
2. To produce and execute a formal Request for Proposal to multiple vendors
3. To manage and conduct negotiations with selected vendors for needed equipment and services

Key 2 Advisor’s Strategy
Working collectively with Facilities and Operations an updated ATM data base and project scope was developed. Using historical and benchmark pricing models a project budget was presented and approved by Senior Management. Using a proven RFP and vendor negotiation process, Key 2 was able to help the Bank to secure equipment and services at prices that were significantly lower than historical costs – and under budget.

The Client’s Experience
Brian Starnes had this to say;
Tim’s unique knowledge of ATM equipment, marketing elements and vendors was instrumental in developing a realistic budget for needed equipment, site preparations and services. Using their RFP combined with knowing what we should expect to pay made the negotiation process very efficient - and effective. Tim’s help allowed me to complete this project with confidence, on time and under budget”.

About Key 2 Advisors
Key 2 Advisors provides practical solutions for financial institutions across the country to manage strategic ATM and Branch equipment purchase, network upgrade, service and management costs. For additional information please contact Tim Bergman by phone at (360) 544 - 8535 or e-mail: tim@key2advisors.com.