



**GRAPH: SUPPLIED**  
The average cash withdrawal in South Africa is steadily increasing, according to figures provided by independent ATM supplier, Spark ATM Systems.

## Independent ATM supplier to help fill demand

THE World Cup has attracted large numbers of visitors who demand cash and the big question is: can we cope with the demand?

Marc Sternberg, MD of independent ATM supplier, Spark ATM Systems, said: "The use of travellers' cheques has dropped off in recent years and those people visiting South African cities during the World Cup require plenty of cash to spend at hotels, restaurants, bars and other areas of entertainment. As the host country, we need

to ensure that we can offer this, as the majority of visitors will be from countries where it is the norm to find independent ATMs readily available. There is a shortage of ATMs in the hubs in and around the 2010 stadiums."

The global reality is that consumers are accustomed to finding secure ATM points in the majority of retail and hospitality outlets. This ranges from small, independent pubs and convenience shops, to larger, nationally fran-

chised retailers and hotel chains. In the context of South Africa, they are of particular benefit in smaller towns and in rural locations where banking facilities are sometimes extremely limited.

It is Sternberg's aim to enable consumers from Pretoria to Khay-elisha, and further afield into neighbouring African countries, to have immediate access to their cash through the roll-out and installation of independent ATMs.

In developed countries, such as

Australia, Canada, the United States and the United Kingdom, independent ATMs now deliver over 60% of cash-dispensing services. In South Africa, the demand has grown rapidly through tangible benefits for both the consumer and vendor, and independent ATMs now represent over 15% of the market.

Sternberg said that the roll-out of independent ATMs is happening on an unprecedented scale. — WWR.