



# New Service Development

Launched new complimentary business in nine months

### Background

As part of the parent company strategic review RBCG defined the strategy for a new service development.

### Solution

As part of the strategy RBCG launched a new UK Independent ATM Deployer.

### Client Benefits

The company went from 0 ATMs to 2,000 within 2 years.

Sold business after 3 years for £15m.

The company increased ATMs from 0 to 2,000 ATMs within 2 years

## The facts

Client

Independent ATM Company

Project

New Service Development

Location

UK

Services

Strategic Review

Launch of new business