



## The Kings Of Cash

In the short space of less than five years, RMS has grown from a start-up company to become a major player in the cash in transit (CIT) industry, which has been dominated for so long by one other company.

Established in Northern Ireland by a highly experienced management team led by Managing Director, Terry Hughes, the company takes an innovative approach to the cash requirements of a fast growing range of clients in the retail, wholesale, leisure and banking sectors.

"We are the only indigenous total cash management provider on the island of Ireland, and we've grown from the proverbial two men in an office to having in excess of 50 wholly employed staff by the end of this year," comments Hughes.

"Of course it is difficult to build a reputation and grow market share in a business sector which has been dominated for so long by one company, but we're making extremely good progress and we're increasing the all-important market share all the time."

RMS is a cash-in-transit company but one which provides substantial added value for its customer base. "The traditional way of operating for cash-in-transit companies is to collect cash from customers and bank it on their behalf. We're very happy to do that for our customers, but we're also offering a much more effective way of managing cash," emphasises Terry Hughes.

Every customer is managed individually and RMS tailor solutions to suit every customer. RMS recognise that cash management is an integral and fundamental part of any business. "Unlike other cash in transit companies, we will not merely provide a commodity service whereby you would simply try to get as many collections as you can from your customers and generate additional revenues from price increasing or supplementary charges," states Terry Hughes.

"We have and we continue to invest heavily in our bespoke IT-driven cash management systems and this allows RMS to effectively buy the cash from our customers at the point of collection."

"This eliminates the risk and provides credit value for the customer expeditiously" RMS through the cash management model will credit the customers bank account electronically, often on the same day. That's a major advantage for a lot of the organisations we deal with on a daily basis."

The company also provides a range of other cash-related services to its customer base including the delivery, collection and purchase of coin.

"We can supply and deliver coin in a format that suits the customer and traditionally this would be in sachet bags. However unique to RMS we can supply and deliver rolled coin to retailers," says Terry Hughes. "Rolled coin, as users will testify, is a lot easier to manage and use than traditional sachets of coin."

RMS are also contracted by a number of leading banks across Ireland to provide automated teller machine (ATM) services and these can include everything from cash replenishments, engineering and cleaning.

From a standing start, Hughes and his team at RMS have built up an impressive base of clients which includes some of the leading names in the Retail, Banking, Leisure and wholesale sector.

"We're very much a customer focused organisation," he says. "We work hard to understand our customers' needs and to deliver the sort of cash management solutions to match those needs."

### Cash/Valuables In Transit

The RMS management team has a wealth of experience within the cash-in-transit industry, and all employees have been carefully selected to work with the company's ethos of reliability, professionalism and customer focus. "We use the very best technology available to provide maximum security and protection for our staff and the cash and valuables they are transporting."

"We also tailor collections and charges to accommodate customer business needs and we provide flexible indemnity bands to ensure that our customers can keep their costs in check," says Terry Hughes.

### Cash Management

Underpinned by an IT driven cash management system, RMS provide a tailored programme helping customers to optimise their cash while allowing them to concentrate on their core trading activities.

"Detailed forecasting allows us to predict daily, weekly and annual takings, and we can then build a cash management model around that," he adds. "It is not only more efficient, but it can improve cash flow and keep the customers cost down."

RMS's Cash Management System provides a full and robust suite of management information which is also available for customer use on forecasting and planning.



### Coin

RMS offers high speed coin sorting facilities, and its bespoke software allows customers to log on at any time (24 hours) to order coin supplies using a securely encrypted ID and password security system.

Staff can arrange regular delivery schedules for coin, vending cassettes and floats, with unscheduled changes available at short notice.

And, once again, the company can offer detailed reports and management information on coin usage for use in future ordering and reporting.

### New Branch

RMS is currently putting the final touches to a major investment in a purpose-designed 22,000 sq.ft. operations centre to be located in the Castlereagh area of Belfast.

This will provide a new base for the firm's fast-growing fleet of vehicles and cash management operations.

RMS currently has an expanding fleet of specially designed high security cash in transit vehicles, and the number is set to rise as more customers join the client list.

"The new base is a particularly big investment for RMS, but as we endeavour to capture an increasing market share, the new centre will help us to achieve that aim."

"We've invested steadily through the years, in our people, systems, I.T. vehicles, and security, and this will continue to ensure that RMS operate to the standards of ISO 9001.

"We also tailor collections and charges to accommodate customer business needs and we provide flexible indemnity bands to ensure that our customers can keep their costs in check."

"Everyone who joins the RMS team receives the very best professional training available, and that's a key part of our ongoing investment programme."

RMS is a member of the leading industry body, the Irish Security Industry Association, and the business is licensed under the justice and security (Northern Ireland) act 2007.

Whilst never complacent, Hughes, is bullish about the prospects for RMS as it continues to do battle in a marketplace which has been a virtual monopoly for some years.

"Our aim now is simple. We need to increase our market share and this can only be achieved by ensuring that more and more customers out in the marketplace see the clear advantages of entrusting RMS with their cash management requirement."