

## Cardtronics Inc.

**Industry:** Payment Processing

**Headquarters:** Houston, Texas

**Number of Employees:** 535

**Market Cap:** \$1 Billion+

**Exchange & Listing:**  
NASDAQ: CATM

**First XBRL Filing:** June 30, 2011



### Problem

- Find user-friendly software backed by a proven provider.
- Find a solution that enables control of the close process, enhances the financial reporting process and allows time to review and improve disclosures.

### Solution

- Bring the operation in-house with Rivet Software's Crossfire Controller.
- Rivet's Professional Services team provided implementation, software training, and a safety net of support.

### Result

- Submitted first XBRL filing approximately one month after implementation of Crossfire Controller.
- Submitted very first XBRL filing using Crossfire Controller on the same day as their press release and 10-Q.

## Rivet Software Empowers Global Company Cardtronics to Take Control Of SEC Filings

Cardtronics (NASDAQ: CATM) is the world leader in managing self-service kiosk automated teller machines (ATMs). It is the largest retail ATM owner operating over 52,800 ATMs across two continents and four countries. Cardtronics works with companies of all levels while specializing in superior customer service to consumers, merchants, and financial institutions. Cardtronics primarily works with well-known retailers such as 7-Eleven, Target, and Walgreens. They also assist in the management of 4,700 ATMs under management service contracts with retailers and financial institutions.

### Search for an XBRL Provider Results in Crossfire Controller Being the Proven Solution

With the impending SEC XBRL deadline quickly approaching, Cardtronics knew they needed an automated and efficient way to manage the filing process to allow time for the added requirements for the XBRL filing. There was just too much to do in too little time. Cardtronics wanted to take advantage of the SEC mandate to look for a provider who could help address the common underlying external financial reporting issues of manual processes, increase its confidence in the data, and take control over the process so that it has better flexibility in the timing of its filings.

"Many companies outsource filings every quarter, but we wanted to use in-house software so we are in control of the filing process. We wanted to have flexibility in our filing process and save time so that we could instead focus on improving our disclosures. Having time to look at the narrative portions in our financial reports is just as important as having accurate numbers. We also wanted to be able to complete our filings on the same day as our earnings release," says Mitzie Pierce, Director of External Reporting at Cardtronics.

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**- Mitzie Pierce**  
Director of External Reporting

Submitting a report to the SEC in XBRL was a new process for Cardtronics. It was imperative that they find a user-friendly software backed by a proven XBRL provider to ensure the quality and timeliness of their filing. They understood the need for risk mitigation to ensure the proper preparation of an error free report upon submission to the SEC.

In the selection process, the top priorities were to find a company whose software focused on enabling them to:

- Create accurate reports with little to no manual intervention.
- Update data throughout all documents automatically from the source.
- Create one source for all external financial reporting needs.
- Instill confidence and transfer of knowledge to Cardtronics to ensure a successful filing.



**“Many companies are choosing to bring the process in-house and Rivet has the proven knowledge and dedicated client service personnel to ensure the transition is smooth and successful. Crossfire Controller gives my company more power while reducing costs as an in-house solution.”**

**Mitzie Pierce**

Director of External Reporting  
Cardtronics

During its search, Cardtronics determined Rivet Software, the leading provider in financial reporting software, was the proven solution. “When looking for a vendor we wanted a company who not only understood XBRL and the filing process, but who offered an easy-to-use software platform,” says Pierce. “We wanted to be self-sufficient in our filing process while being confident our filings are accurate. Crossfire Controller allows us to accomplish our goals quickly and efficiently.”

### Crossfire Controller Empowers In-House Filers

Cardtronics began implementing Crossfire Controller at the beginning of June. By the end of the month, with the collaboration of Pierce’s team and Rivet Professional Services, Cardtronics became completely self-sufficient and confident with the software allowing them to file their June filing on Rivet’s platform at the beginning of August.

“Cardtronics had solid processes for ensuring accuracy and quality in the numbers behind their filing, so adding Rivet’s Crossfire Controller as their solution was a simple task requiring only a few days of support and implementation” states Per Solli, Senior Crossfire Architect with Rivet.

Rivet’s Crossfire Controller software has helped Cardtronics file financial reports with ease. The software combines Microsoft Word and Excel allowing accountants to take advantage of the programs they use every day. The familiarity of Word and Excel, along with other enhanced features, such as: the ability to aggregate data automatically, multi-user collaboration, online review, and “change once, change everywhere” capability helps the process go quicker, taking less time to finish a filing. These features instill confidence in both the data and document integrity.

“As a large company, it is important to have an efficient filing system to submit correctly the first time around. With Crossfire Controller, our team is confident in our filings. We are very pleased with the software,” said Pierce.

As many public filers, Cardtronics’ internal budgeting and consolidation system provides data used in both the internal and external financial reports. Crossfire Controller easily plugged into Cardtronics’ systems to automatically flow the data through all the reports using XBRL, ensuring that the data is accurate and automatically updated when changes are made at the source. This feature helps Cardtronics eliminate manual processes and gain control over their external financial reporting.

“We appreciate the efforts Rivet has made in ensuring their clients have the best filing experience,” said Pierce. “Many companies are choosing to bring the process in-house and Rivet has the proven knowledge and dedicated client service personnel to ensure the transition is smooth and successful. Crossfire Controller gives my company more power while reducing costs as an in-house solution.”

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Founded in 2002, **Rivet Software** is at the forefront of standards-based business reporting and analytics. Rivet empowers companies with control over the collection, analysis and dissemination of their internal and external financial information to help advance the transformation of business communication worldwide.

Rivet’s products and services support hundreds of publicly-traded companies, including over 35% of the Fortune 500 companies. In 2010, Rivet became the industry leader, obtaining 28% market share.

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