



# CASE STUDY



## STRATEGIC TREASURER

Strategic Treasurer provides a wide range of advisory and implementation services for the financial professional. Our practice areas include:

### Treasury Management

- Treasury Assessment
- Financial Process Reviews
- Process Efficiency And Controls

### Working Capital Management

- Working Capital Optimization
- Order To Pay & Order To Collect

### Treasury Automation

- Treasury Workstation (Client Server, Asp)
- Risk Management
- Reconciliation
- Bank Account Administration

### Risk Management

- Risk Management Strategy
- FAS133 Assistance

### Contact

Strategic Treasurer  
Craig Jeffery  
Managing Partner  
500 Westpark Drive, Suite 110  
Peachtree City, GA 30269  
Craig@strategictreasurer.com  
+1 678.466.2222

www.strategictreasurer.com

## Treasury Automation

### Industry:

Real Estate Investment Trust (market capitalization > \$5B and revenue in excess of \$500M annually)

### Situation:

A small treasury staff was already making a measurable impact to the company with a desire to do in-depth analysis and more accurate and timely forecasting. Treasury desired to accomplish these tasks by streamlining dataflow, enabling additional reporting, enhancing controls and providing a direct feed to the general ledger.

### Issues included:

- Multiple and complicated forms of debt
- Complexity of legal structure
- Limited staff size

### Solutions:

Strategic Treasurer worked with the client to provide a comprehensive solution helping to create or assist the firm with:

- Documenting critical needs
- Creating and evaluating proposals
- Conducting scripted demonstration
- Evaluating vendors and performing due diligence steps
- Negotiating vendor contract

After successfully negotiating a contract and throughout the implementation of changed processes and authority, Strategic Treasurer helped:

- Identify potential pitfalls and provided clear steps to avoid these pitfalls
- Designed data structure to support current and future needs
- Documented processes for staff's reference and training

### Results:

Strategic Treasurer's client successfully selected and implemented treasury management system that fit their needs. This enabled smoother, more robust, and controlled, straight-through treasury processes. By automating much of the processing of repetitive tasks and reports, significant staff time was freed-up to perform analysis and assist their internal customers.

*"Strategic Treasurer worked so seamlessly with our team... We felt like they were almost part of management working side by side with us to get the best possible solution..."*

VP - Chief Accounting Officer