



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 Vision, Strategic Planning and Automation

Industry:

Global Apparel Corporation (\$5B-10B revenue)

Situation:

The parent company planned to spin off multiple segments of their business into a standalone organization. The new organization would have substantial North American and global operations and combine all apparel components of the predecessor firm. The Treasurer was hired and needed to create and staff a new department and nearly everything else related to treasury from a blank piece of paper. The 'everything else' included: department scope, vision and goals; new organization structure; re-formed treasury and cash management processes; transitional banking structure and completely new treasury systems. The new company needed to be operational in less than nine months. This required a strategic roadmap and the ability to execute on a plan of action rapidly.

Issues included:

- The staff performing treasury activities were dispersed and fractionally focused – Needed to quickly assess what internal and external resources were needed.
- Processes were decentralized and the shared service center needed to be broken apart
- Treasury systems didn't exist or weren't appropriate for the new organization
- Changes in forming roles required a flexible yet clear vision for treasury
- Visibility to global cash, debt, and risk management was a definite requirement
- Treasury processes needed to be well automated and in a brief period of time

Solutions:

Strategic Treasurer collaborated with the client to form their vision, build the staffing structure and future design of treasury controls and processes. They were asked to help execute the plans. Deliverables included:

- Designed Current and Future State diagrams (information, processes)
- Selection/Implementation of a treasury workstation and risk system
- Implemented controls around accounting and risk management activities
- Developed treasury framework and policies for debt, investment and risk

Results:

The client was well satisfied with Strategic Treasurer's approach, depth of understanding and industry knowledge. Technology implemented: Treasury Workstation (ASP) and Risk Management System (ASP). The benefits gained include:

- Efficient treasury organization
- Global visibility of all cash, debt/investment, and risk activities
- Efficient processes, systems, and the right staff
- Effective banking partners and bank relationship plan
- Having appropriate technology that meets current and future needs

...then the Treasurer was asked to take over the global credit and collections groups...