

LET'S STAY CONNECTED

We believe in the value of strategic partnerships and a collaborative approach to supporting our industry through long-term relationships, the beneficial exchange of insights, and excellence in service. Follow us on social media for updates or set up a quick call to talk in more detail.



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READY OR NOT: YOUR CLIENTS' PAYMENTS ARE AT RISK



CRAIG JEFFERY

Founder & Managing Partner
Strategic Treasurer



WHAT

Discussing the current payment fraud environment and how to address this topic as a trusted advisor to your clients.



ABOUT THE SPEAKER

GET TO KNOW TODAY'S SUBJECT MATTER EXPERT



CRAIG JEFFERY

Craig Jeffery formed Strategic Treasurer in 2004 to provide corporate, educational and government entities direct access to comprehensive and current assistance with their treasury and financial process needs.

His 30+ years of financial and treasury experience as a practitioner and as a consultant have uniquely qualified him to help organizations craft realistic goals and achieve significant benefits quickly.

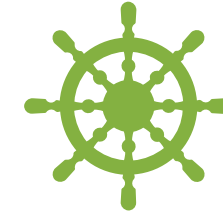
TOPICS OF DISCUSSION

KEY AREAS OF FOCUS & ANALYSIS



ASSESS

UNDERSTAND YOUR
CUSTOMERS, YOURSELF
AND THE WAR ON FRAUD



ACT

A CHALLENGE AND PATH
TO LEAD YOUR CLIENTS
FORWARD



KEY TAKEAWAYS

AND FINAL THOUGHTS

TAKING ADVICE

DISPARITIES BETWEEN PERCEPTION, REALITY AND ACTION



You know:

- Crime pays
- Clients are exposed
- Threat level increases
- Not everyone can afford extensive internal resources
- The exposure of countless companies

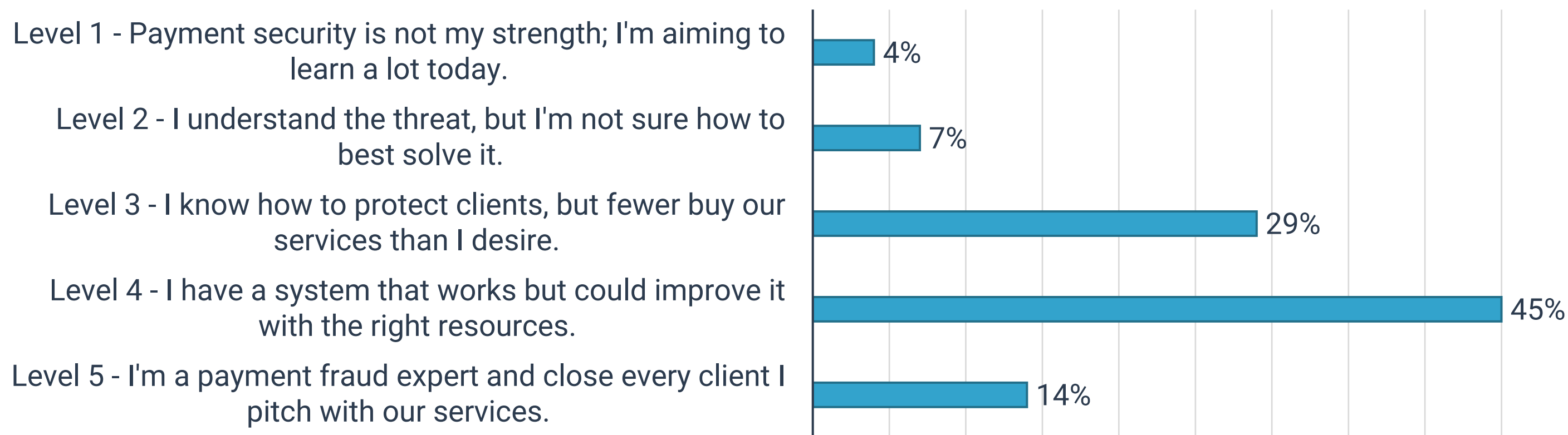


Some of your clients don't always:

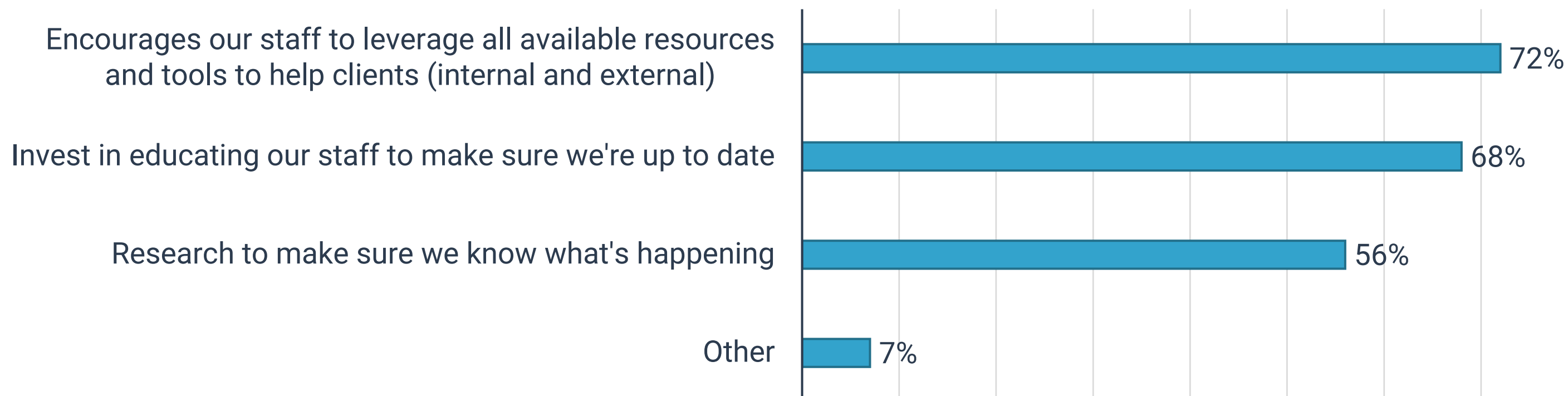
- Get the services they need
- Use leading practices
- Deploy preventative controls
- Deploy responsive controls (rapidly)
- Listen to the scary stories you tell and think that can happen to them

POLL QUESTION

Poll 1 - How would you rate yourself against other bankers in knowing what to share to help people outside of your products?



Poll 2 - Our bank does this: (all that apply)



THREATS

METHODS AND PRESENCE OF FRAUD



Business email compromise



Social engineering



Deep fakes



System penetration and lateral movement



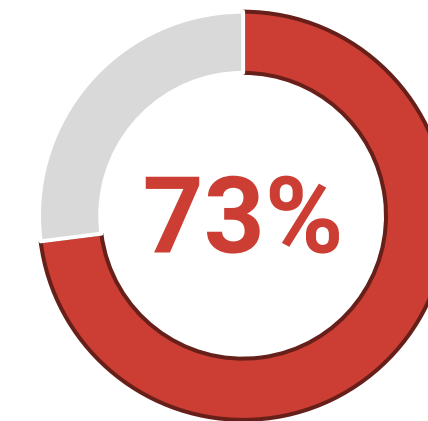
Removing security protections



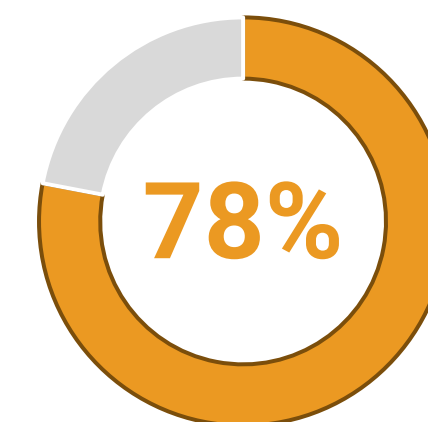
Ransomware



Cyber theft of data



73% of corporates experienced or suspected fraud in the past twelve months



78% of corporates believed the threat-level of fraud had increased or significantly increased in the past twelve months

SITUATION AND COMPLEXITIES

CONSIDERING THE FULL PICTURE



Understand the world we're in with payment fraud

- Ever-increasing
- Costs money, time and reputation
- Tech scales the sophistication and lowers the barrier to entry



Understand your clients within that world

- Roles
- Responsibilities
- Frustrations
- Fears



Understand the companies they work for

- Systems
- Data
- People
- Needs

GAINING CLARITY

BETTER UNDERSTANDING YOUR CLIENTS AND YOURSELF



Understand your clients' impediments to change

- Knowledge debt
- Time
- Budgets
- Buy-in
- Inertia bias

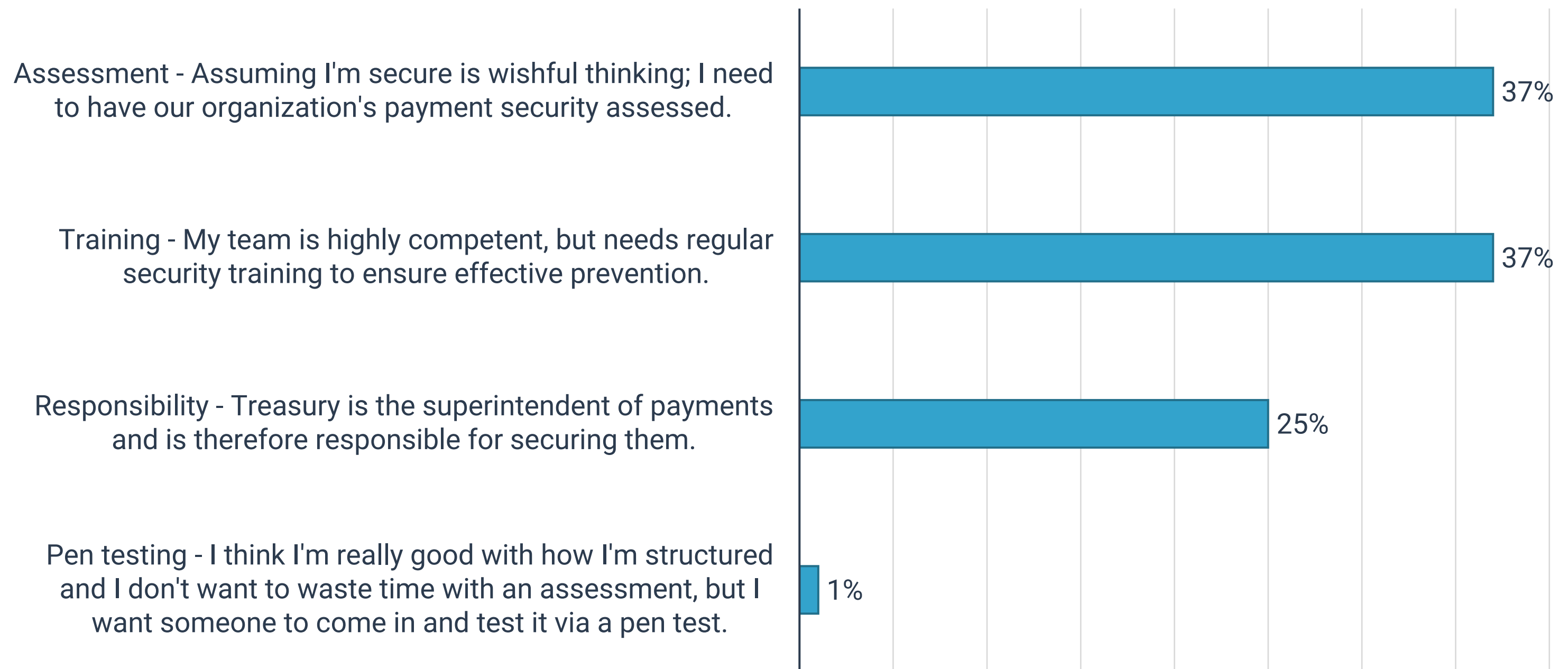


Understand yourselves

- Bankers selling services
- Priorities
- Competition
- Perception
- Inertia bias

POLL QUESTION

Poll 3 - If we could wave a magic wand and convincingly imprint one of the following messages in the minds of your clients, which one would you prefer?

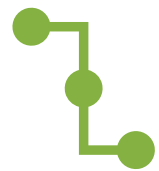


PAYMENT FLOWS

KNOWN AND UNKNOWN LIABILITY



Every bank account is a point of exposure



Every payment flow is a point of exposure and a point of cost



Criminals will exploit the weakest link and any area they can access



I can't protect what I don't know exists



Typical assessments find 50-100% more payment flows than companies previously thought they had

APPROACH

HOW TO BETTER HELP YOUR CLIENTS



Ask your clients questions

- Learn what you need to know so you can better help them in their particular situation(s)
- How many payment flows do you have?
 - How do you know?
 - Are they inventoried?
 - Formally documented from end to end?
- Where are you exposed?
 - How do you know?
- When was the last time you assessed your payment flows (internally or third-party)?
- Does your cybersecurity training include recurring payment-specific security training and testing?

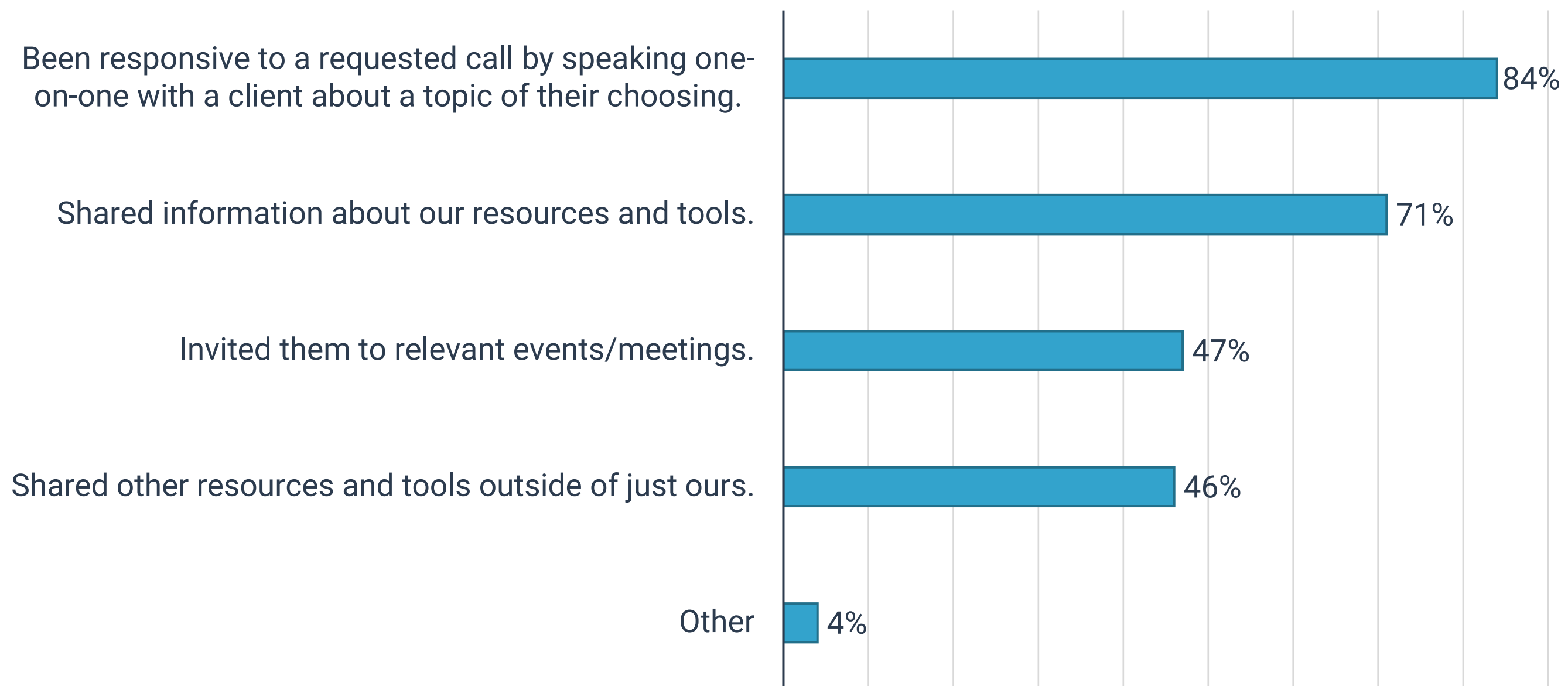


Proactively provide helpful information

- You become a trusted advisor
- Gives you relational differentiation
- Clients want to know what others are doing
 - Bank value is having visibility to many in their shoes
 - “Others have run into these problems as well”
- Clients become more willing to act on your advice
 - Assessment
 - Training and testing
 - Controls
 - Preventative
 - Responsive (rapid)

POLL QUESTION

Poll 4 - Hopefully you're the first banker your clients call. Of those who do call you first, what have you done? (all that apply)



RESOURCES TO INCREASE IMPACT

LEVERAGE STRATEGIC TREASURER TO STRENGTHEN THE EXPERIENCE



Research & Inform

Webinars

- Payment assessments
- Payment security

Podcasts

- Treasury Update Podcast

Ebooks

- Payment Security & Fraud Prevention: The Principles of SECURE CLAMPS

Survey Reports

- Treasury Fraud and Controls
- Treasury Perspectives

THREE-STEP PRESCRIPTION

FOR SECURING PAYMENT PROCESSES



Advise & Assist

Payment Assessment

- Inventory
- Exposure points
- Structure
- Recommendations

Payment Security Training

- SecureTreasury
 - Videos
 - Quizzes
 - Notes

Payment Security Pen Testing

- Learn areas of weakness
- Steps of remediation

FINAL THOUGHTS

HOW TO PROCEED



UNDERSTAND

- Stay abreast of fraud methods and their controls
- Seek to better understand your clients and their desires
- Document their activity and payment flows
- Know yourself and follow a disciplined game plan



BECOMING A TRUSTED ADVISOR

- Proactively give clients relationship-building guidance even when it doesn't involve your bank's services
- Share client stories of loss, summarize as a principle, and apply it to their situation



USE ALL AVAILABLE RESOURCES

- Consider all potential resources and tools (internal & external)
- Stay current with weekly learning
- Share resources with clients

LET'S CONNECT

DON'T LET THE LEARNING END HERE...
CONTACT US WITH ANY FUTURE QUESTIONS





STRATEGIC TREASURER

T. Lee Patton Jr.,
Assistant Director, Business Development

✉ lee.patton@strategictreasurer.com

☎ +1 678.466.2210



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ADVISE Major Projects

- Treasury Structures
- Liquidity & Risk
- Banking Services
- Treasury Technology



ASSIST Outsourced Services

- Fee Management
- Employee Security Training
- Compliance Services
- Connectivity & Onboarding



RESEARCH Market Data

- Survey Participation
- Research Report Access
- Industry & Peer Benchmarking
- Critical Treasury Assessment



INFORM Industry Insights

- Technology Analyst Report
- Webinars (CE Credits)
- Podcasts & Videos
- eBooks & White Papers



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- Product Design & Roadmapping
- Messaging Optimization
- Investment Validation



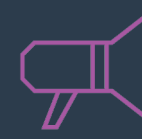
ASSIST Outsourced Services

- Sales Optimization & Training
- Marketing Team Support
- Content Amplification
- SME Speaker Bureau



RESEARCH Market Data

- Treasury Insights (Data Services)
- Tailored Market Research
- Survey Program Sponsorship
- Client Benchmark Reporting



INFORM Industry Insights

- Expert Content Creation
- Platform Access & Distribution
- Targeted Demand Generation
- Custom Campaign Programming



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