

# TREASURY AUTOMATION: FOUNDATIONAL FOR ACHIEVING GLOBAL CASH VISIBILITY & INCREASING EMPLOYEE SATISFACTION



## TRACEY KNIGHT

Vice-President of Client Success, Trovata

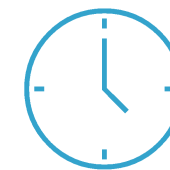
## CRAIG JEFFERY

Founder & Managing Partner, Strategic Treasurer



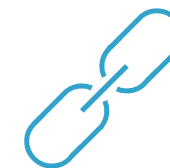
### WHAT

Using innovative automation technologies to perform more strategic analysis and increase cash visibility, team satisfaction, and retention.



### WHEN

Thursday, March 10, 2022  
2:00 – 3:00 PM EST



### WHERE

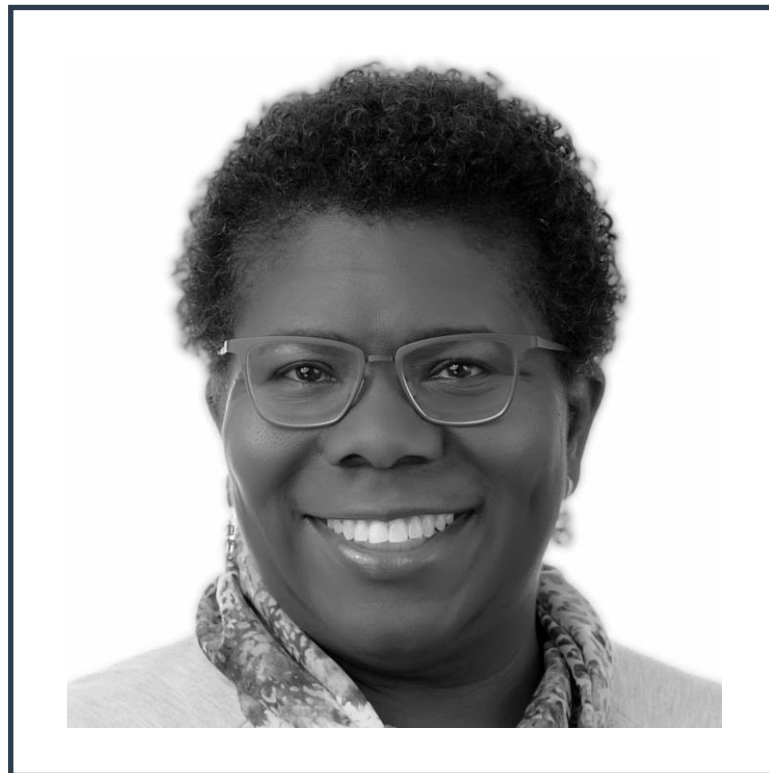
Live online presentation  
Replays at [StrategicTreasurer.com](https://StrategicTreasurer.com)



This presentation is provided by Strategic Treasurer and Trovata

# ABOUT THE SPEAKERS

GET TO KNOW TODAY'S SUBJECT MATTER EXPERTS



## TRACEY KNIGHT

Ms. Knight evangelizes the benefits of treasury departments' effective use of technology to raise treasury's profile and become a true strategic partner to the business. Currently at Trovata, she is excited to be leading the drive in open banking helping companies get much better use of the "trove of data" that their businesses generate each day. Leading Client Success, she will ensure that clients get value from their subscriptions as she helps build a community around Trovata, clients, banking partners, and the treasury arena at large.



## 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



## DATA

PRESENT & FUTURE



## BASELINE

OF AUTOMATION AND TOOLS



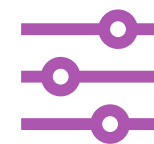
## NEEDS

FOR QUICKER INSIGHT



## GENERATIONAL COHORTS

DISTINCTIVES



## TREASURY AUTOMATION

BENEFITS

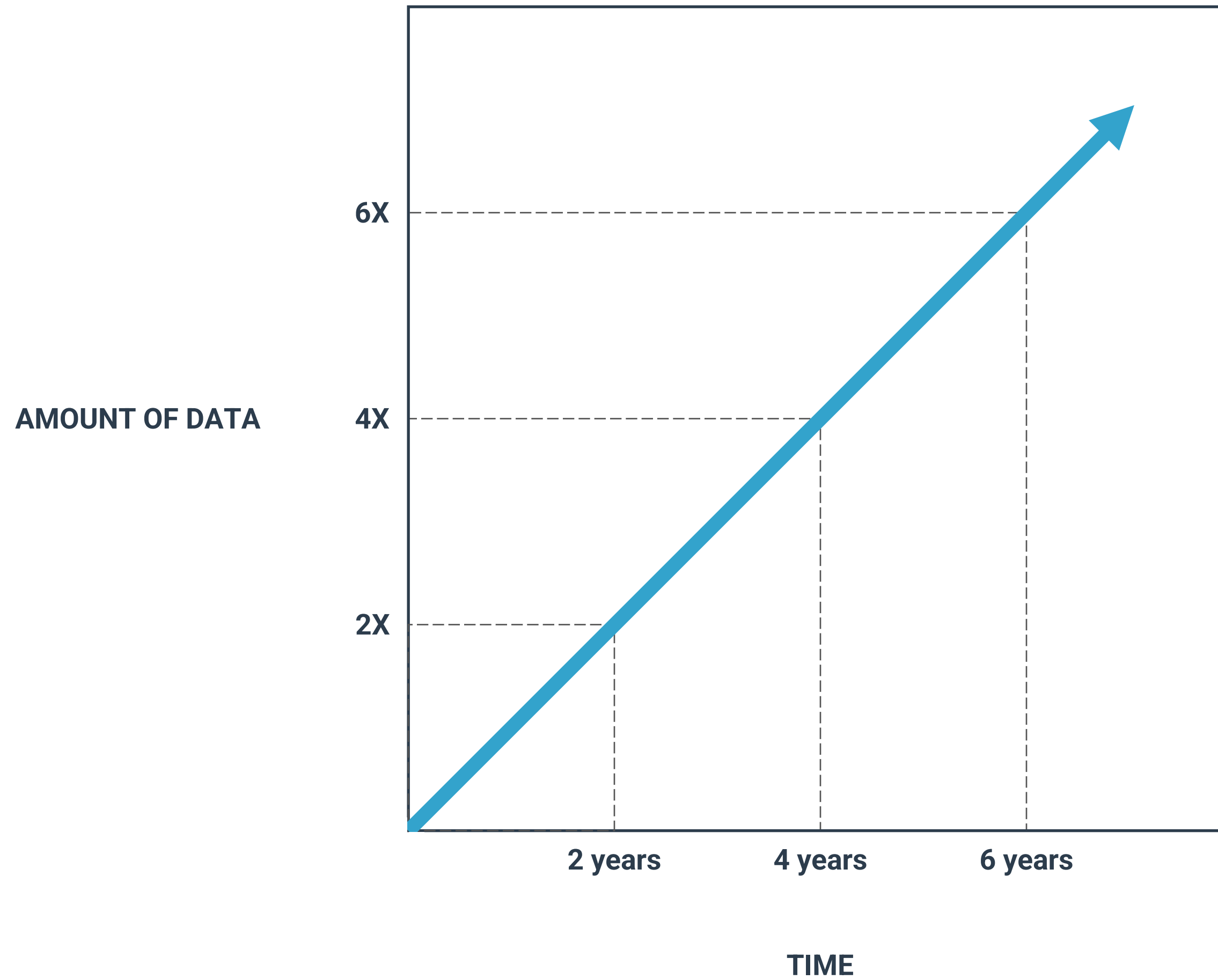


## KEY TAKEAWAYS

AND FINAL THOUGHTS

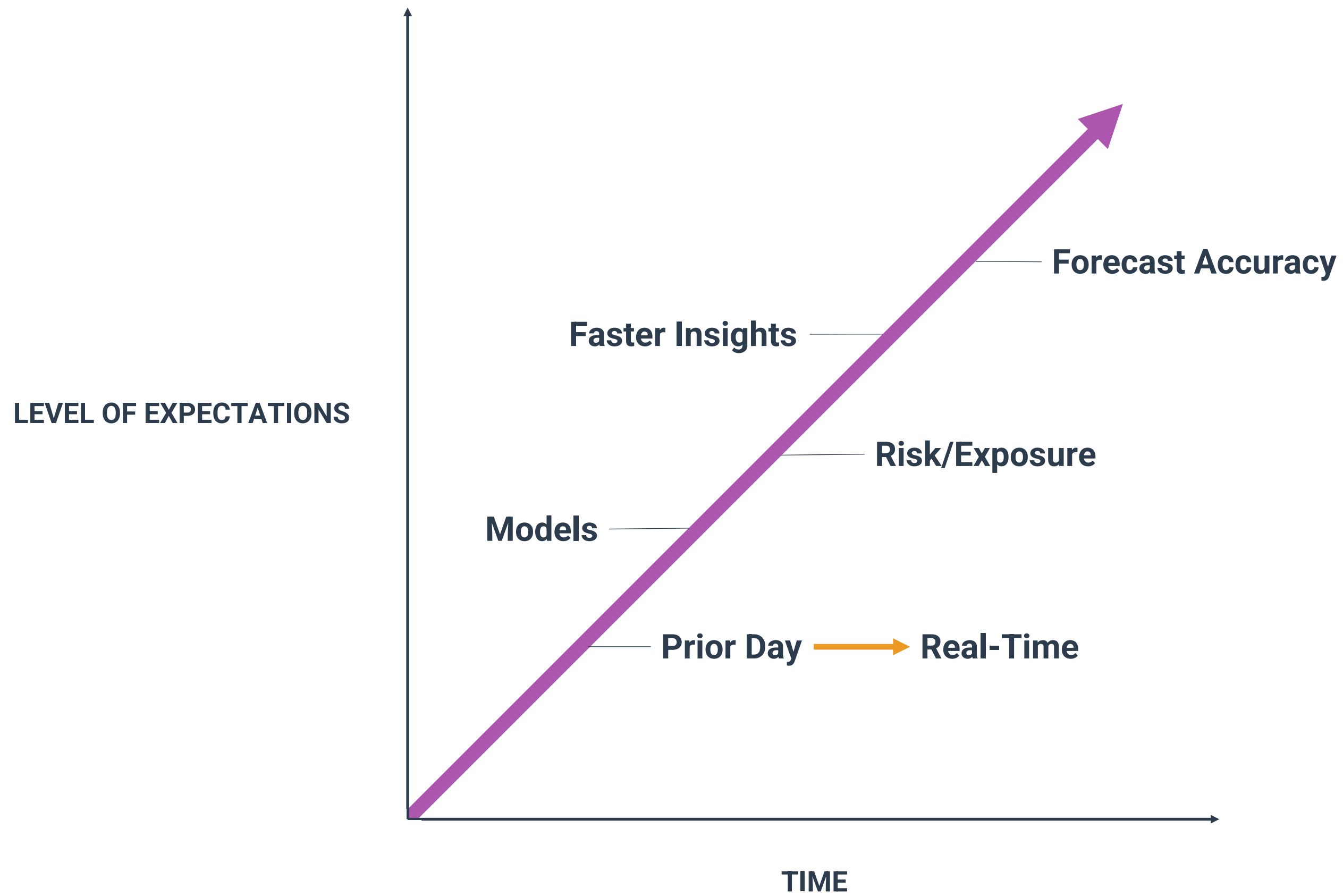
# DATA

## SITUATION WITH DATA



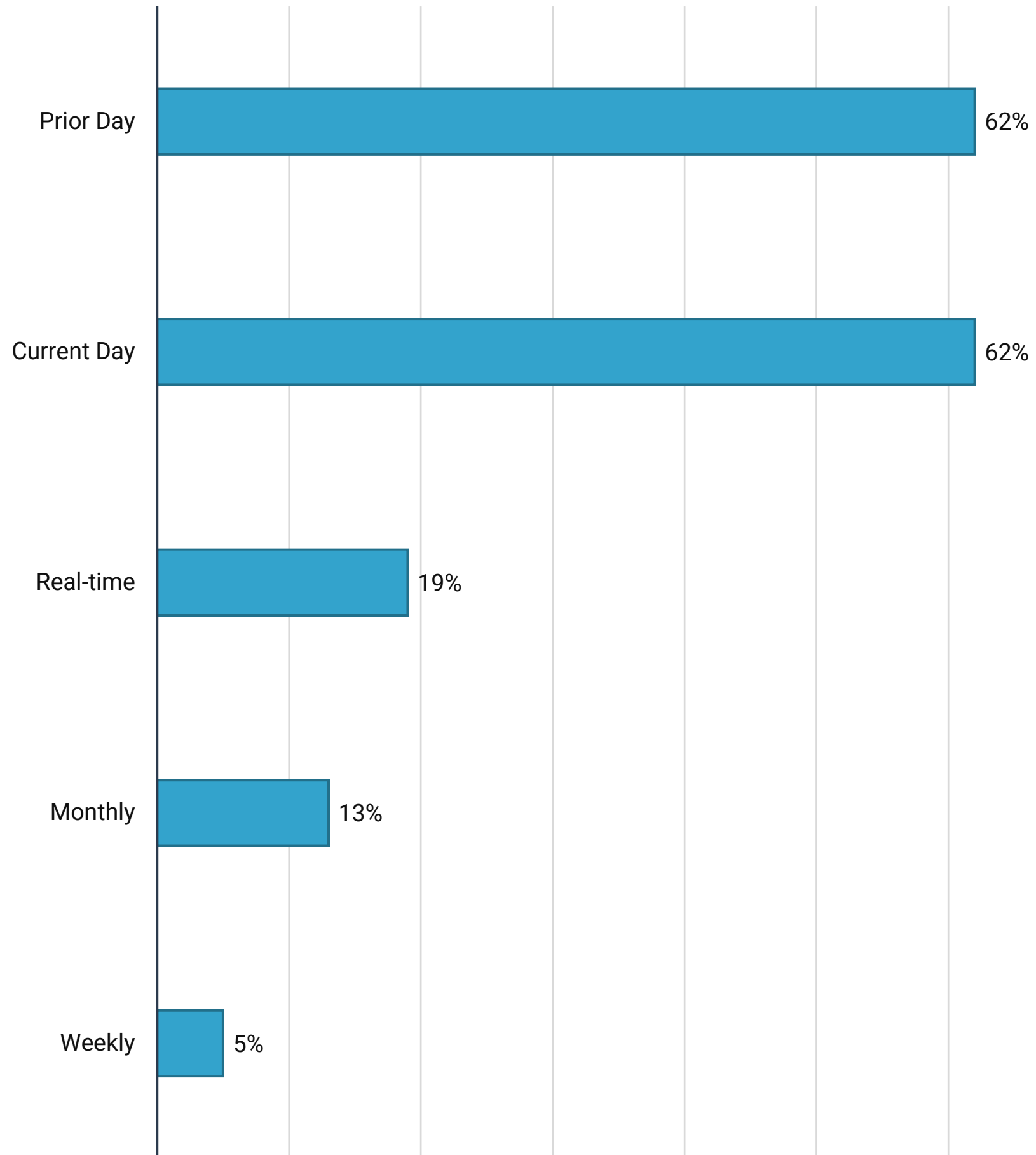
# EXPECTATIONS

SITUATION WITH EXPECTATIONS

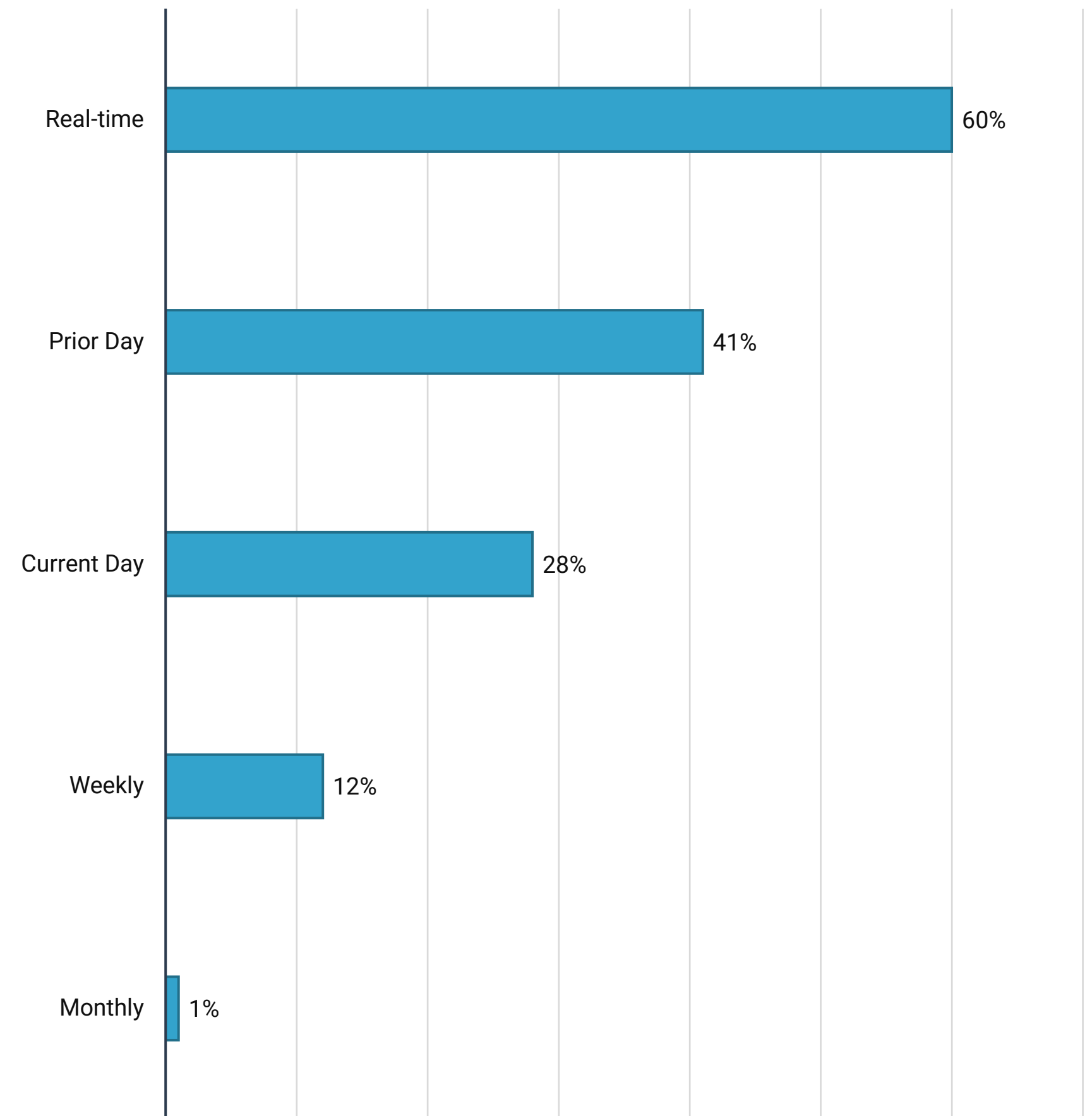


# POLL QUESTION

**How often are you getting balance and transaction reporting?**

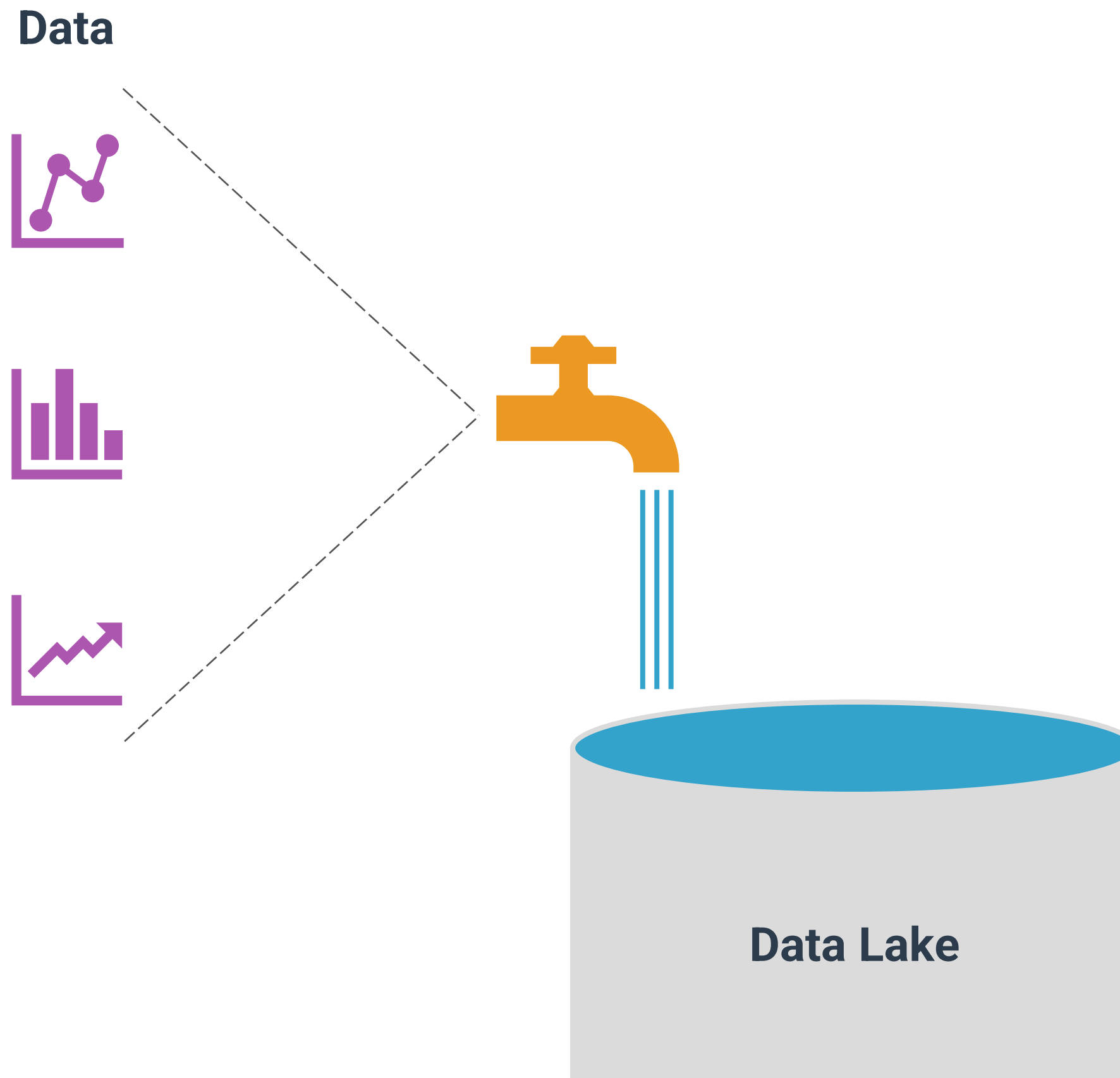


**How often would you prefer to get balance and transaction reporting if resources weren't an issue?**



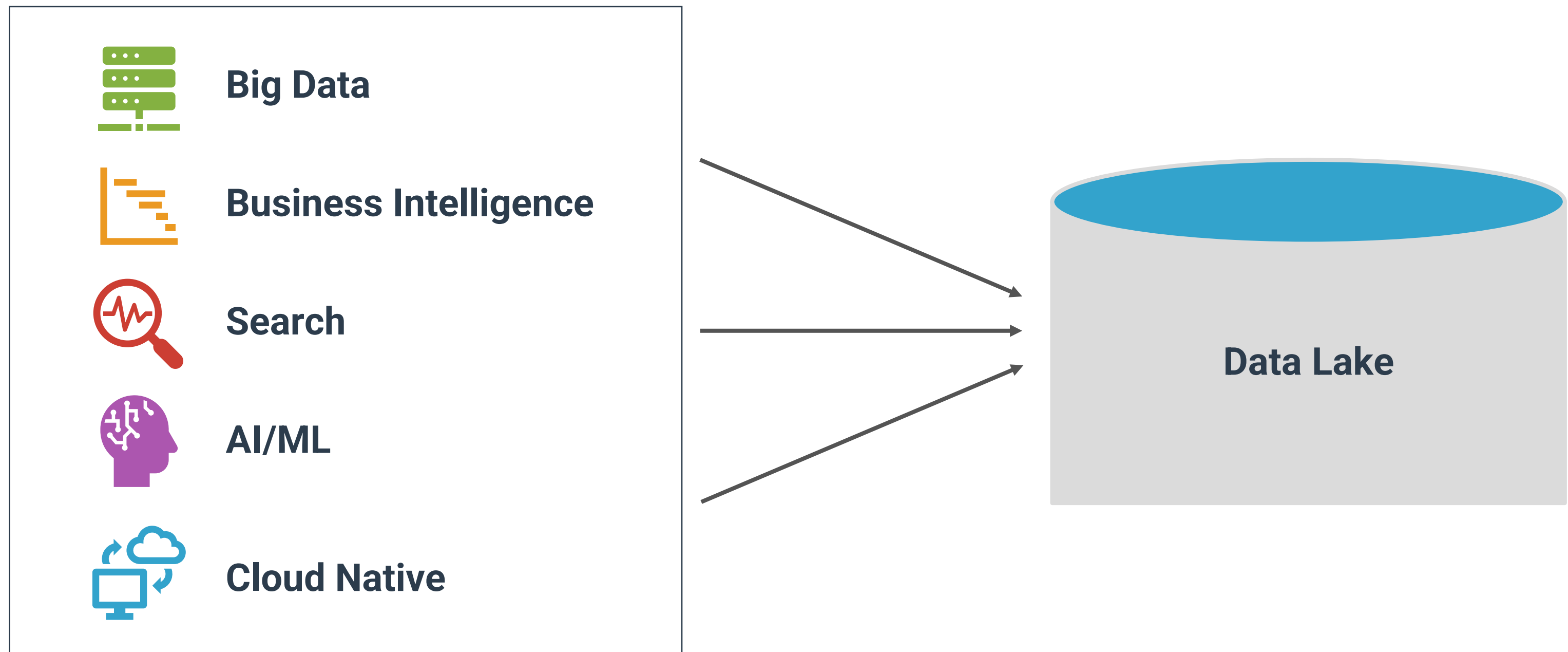
# BASELINE OF AUTOMATION

## DATA LAKE



# BASELINE

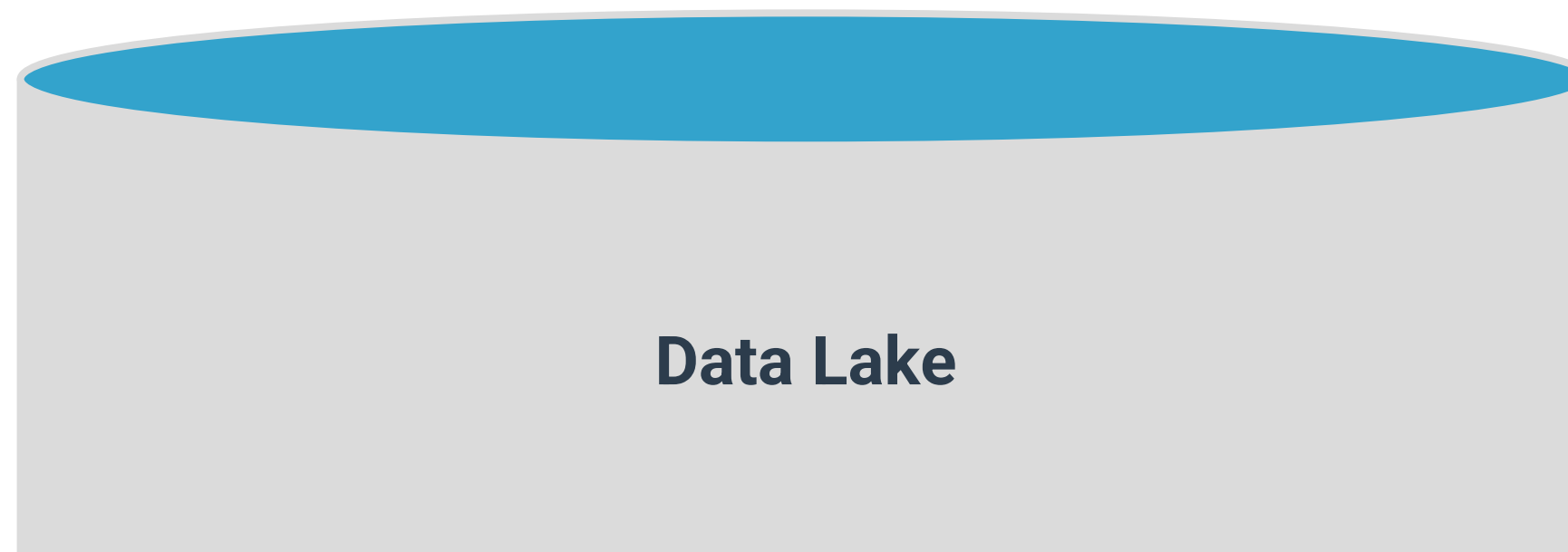
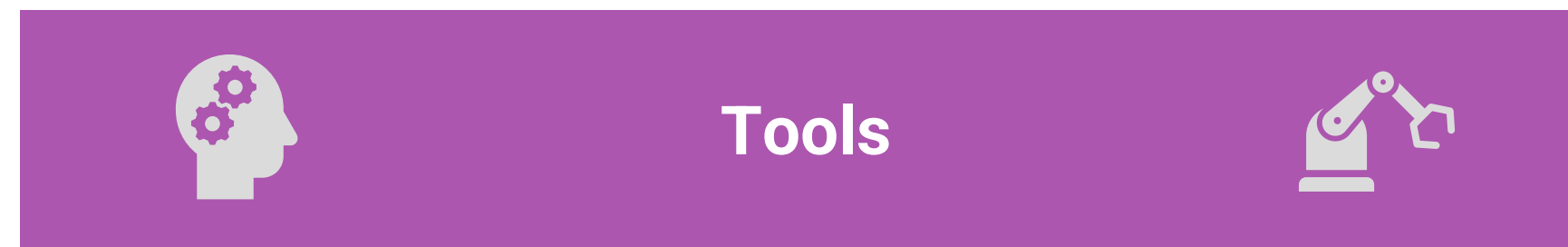
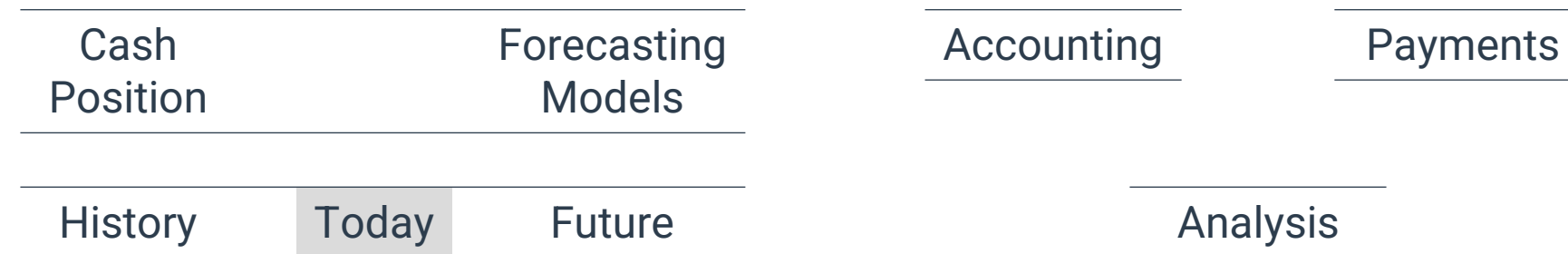
TOOLS TO ACCESS AND MODEL DATA





# NEEDS

ABILITY TO SEE / MODEL / RESPOND / LEARN

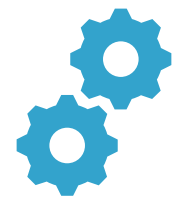


*What is necessary for my team to become more insightful more quickly?*

----- **Strategic Analysis** -----

# NEEDS

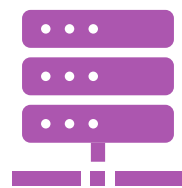
VARIED ACROSS CATEGORIES



**Technology Tools**



**Effective Business Processes**



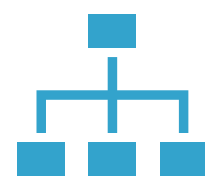
**Technologies**

- Infrastructure
- Platform



**People**

- Intellectually Curious
- Intellectually Capable
- Analytically Progressive

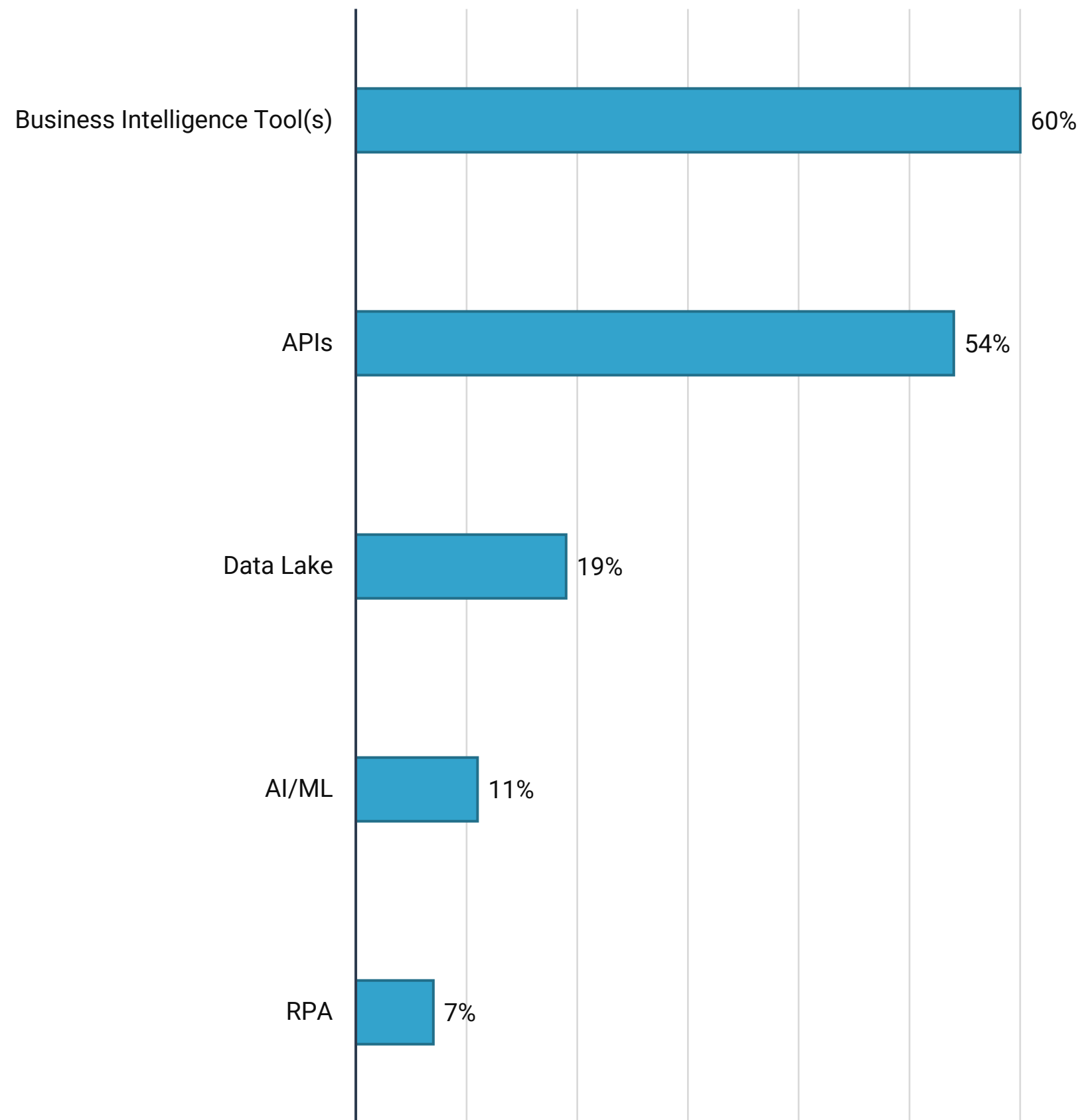


**Structure**

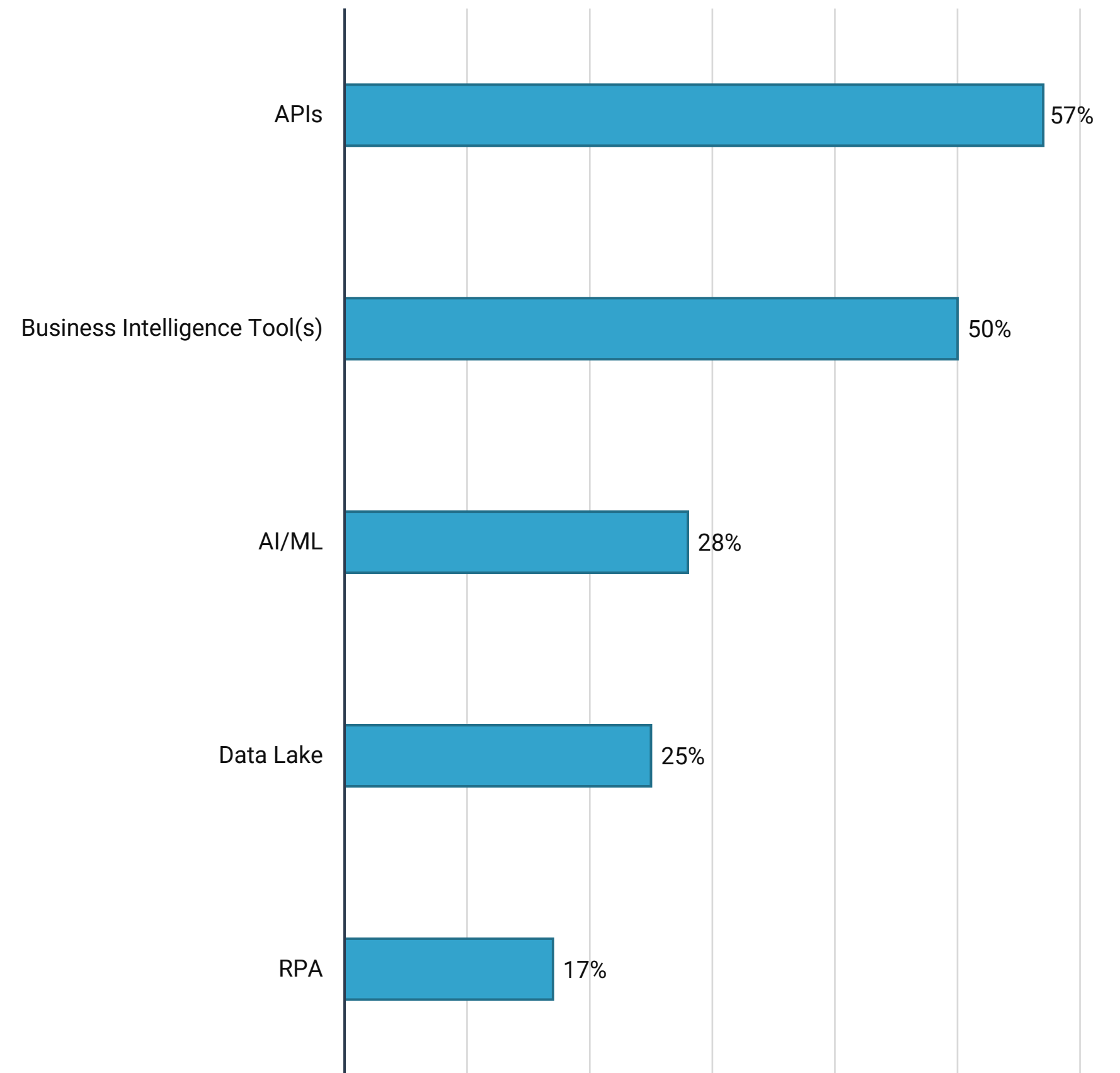
- Organization
- Banking

# POLL QUESTION

**We use the following technologies NOW:**



**We plan to use the following technologies within TWO YEARS:**



# GENERATIONAL COHORTS

## DESCRIPTORS FOR WORK

COHORT	STRENGTHS	WEAKNESSES
<b>Gen Z</b>	<ul style="list-style-type: none"> <li>• Most tech competent</li> <li>• Occupationally ambitious</li> </ul>	<ul style="list-style-type: none"> <li>• More cynical than predecessors</li> <li>• Very little experience without easily accessible tech</li> </ul>
<b>Gen Y (Millennials)</b>	<ul style="list-style-type: none"> <li>• Very independent workers</li> <li>• Have grown up sourcing information; can create their own processes</li> </ul>	<ul style="list-style-type: none"> <li>• Due to independence, less interested in teamwork than other generations</li> <li>• Weaker work ethic than predecessors</li> <li>• Less patient with career growth; more likely to leave before 2 years if their skills aren't developed</li> </ul>
<b>Gen X</b>	<ul style="list-style-type: none"> <li>• Considered best overall workers by majority of organizations</li> <li>• Highly value work-life balance, both personally and in organizations</li> <li>• Biggest revenue generators overall</li> </ul>	<ul style="list-style-type: none"> <li>• Generally less satisfied with senior management in their organization</li> <li>• Less inclined to express disagreement with management than predecessors</li> </ul>
<b>Boomers</b>	<ul style="list-style-type: none"> <li>• More committed to their roles than any other generation</li> <li>• Longest tenure of current working generations</li> <li>• Good team players</li> <li>• Excellent mentors</li> </ul>	<ul style="list-style-type: none"> <li>• Workaholics</li> <li>• Due to preference for structure and discipline, less inclined to welcome change</li> <li>• Due to competitive nature, need recognition and rewards to remain motivated</li> <li>• Least tech savvy of all generations, prohibiting ability to keep up with developments</li> </ul>

# SATISFACTION & RETENTION

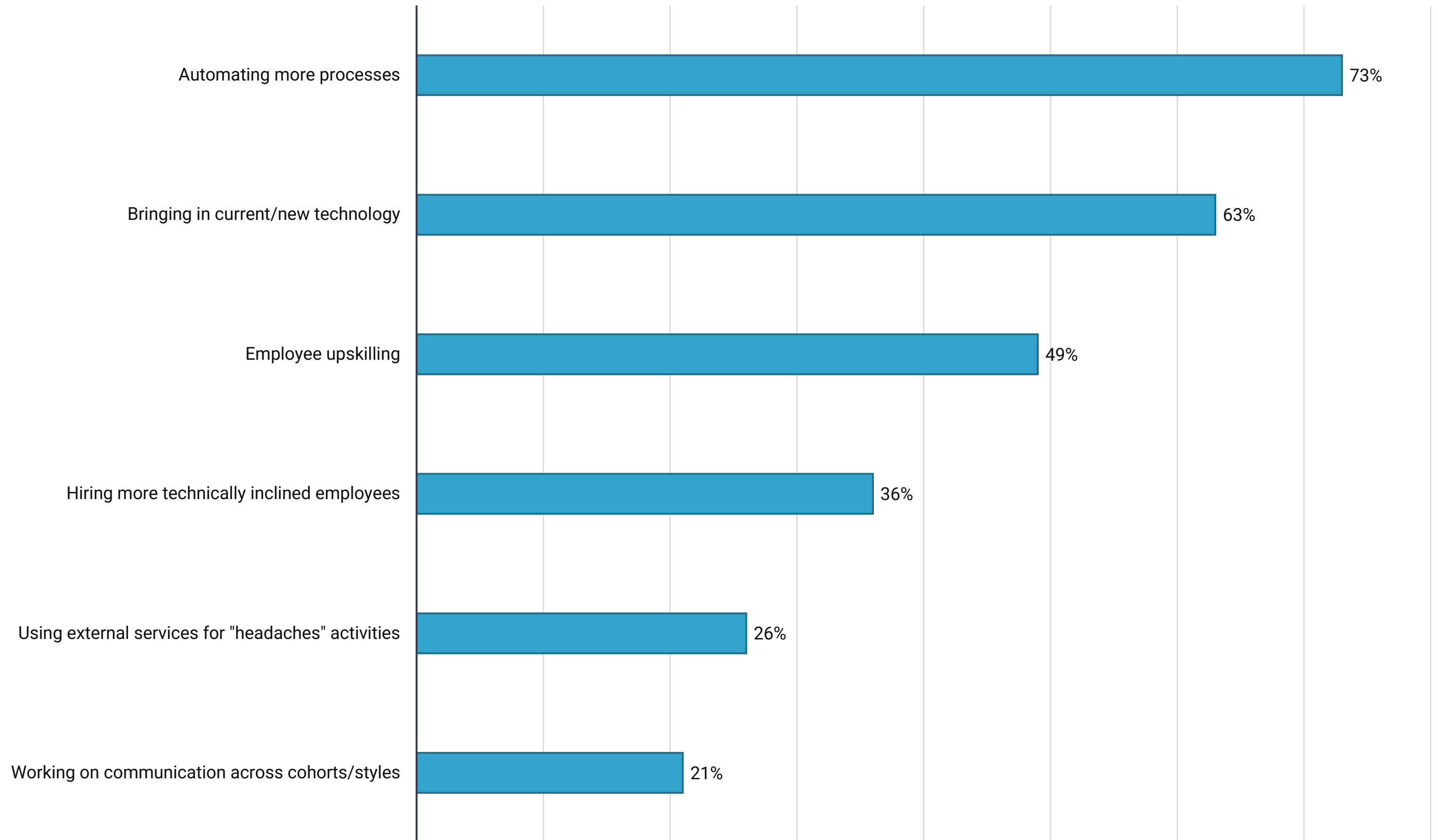
## GENERATIONAL DESIRES & EXPECTATIONS

- ↑ Automated Processes
- ↑ Modern Tech
- ↓ Repetitive Tasks
- ↑ Time for Thinking
- ↑ Ability to Address Currently Unknown Questions (Flexibility)
- ↑ Search and Learn
- ↑ Powerful Tools for Analysis

Gen Z → Gen Y → Gen X → Boomers

# POLL QUESTION

**We are doing the following:**



# TREASURY AUTOMATION

## MULTIFACETED BENEFITS

See & Respond



Visibility

Scale & Adapt



Flexibility

Recruit & Retain



Employee  
Satisfaction

TREASURY AUTOMATION

# KEY TAKEAWAYS



## TECH STACK

- PaaS
- Data lake



## DESIGN FOR FLEXIBILITY

- Planning to address the unknown question(s)



## PEOPLE FOCUS

- Understanding
- Retention
- Alignment



# LET'S CONNECT.

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

Thank you for your interest in this presentation and for allowing us to support you in your professional development. Strategic Treasurer and our partners believe in the value of continued education and are committed to providing quality resources that keep you well informed.



## STRATEGIC TREASURER

Craig A. Jeffery,  
*Managing Partner*

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🎧 [The Treasury Update Podcast](#)

📄 [linkedin.com/in/strategictreasurer/](https://www.linkedin.com/in/strategictreasurer/)

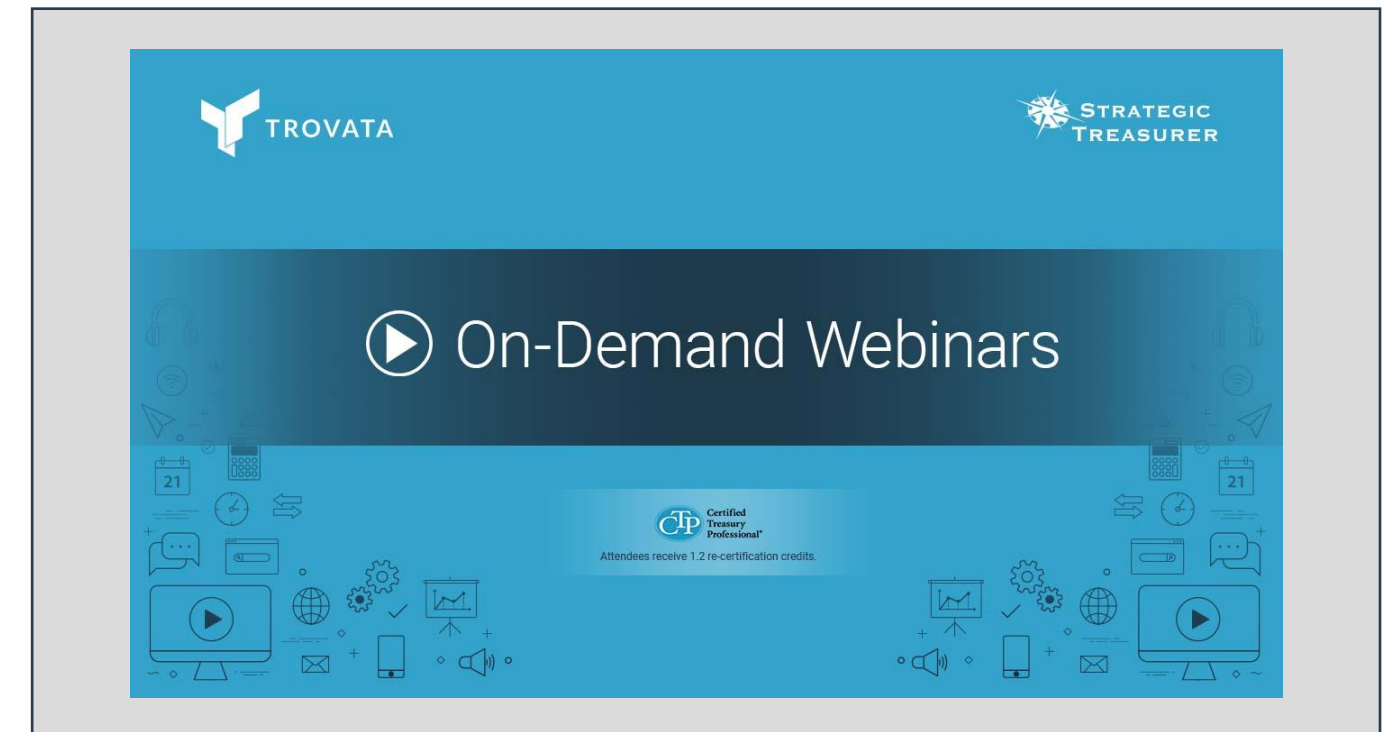


## TROVATA

Tracey Knight  
*Vice-President of Client Success, Trovata*

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