

OPTIMIZING BANK RELATIONSHIPS AND OPERATIONAL EFFICIENCY



TRACEY KNIGHT

Vice President of Client Success, Trovata

CRAIG JEFFERY

Founder & Managing Partner, Strategic Treasurer



WHAT

Considering how to increase operational efficiency and understanding of cash flows while improving expense allocation by leveraging a unified platform.



WHEN

Tuesday, June 7, 2022
2:00 – 3:00 PM EDT



WHERE

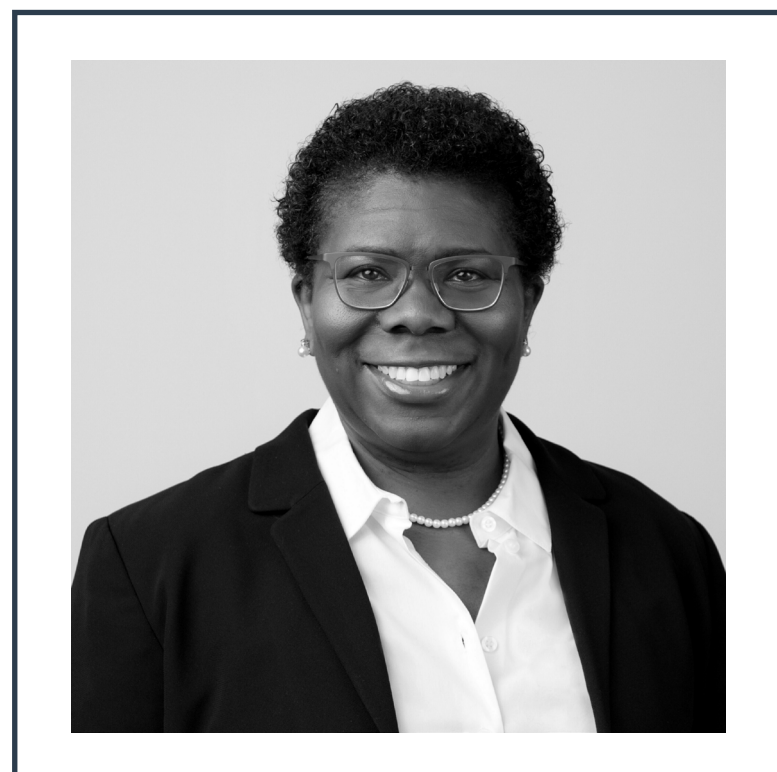
Live online presentation
Replays at StrategicTreasurer.com



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



BANK SITUATION

GROWING IN NUMBER &
COMPLEXITY



SFTP VS. APIs

CONTRASTING TWO TRANSFER
METHODS



APIs

BENEFITS



DECISION-MAKING

CONSIDER STRATEGIES & WORK
ENVIRONMENT



NEXT STEPS

MOVING FROM LINEAR TO
GLOBAL



KEY TAKEAWAYS

AND FINAL THOUGHTS

REASONS FOR GROWTH

AND CONSEQUENTLY MORE BANKS



Organic

- New markets
- Expanded activity

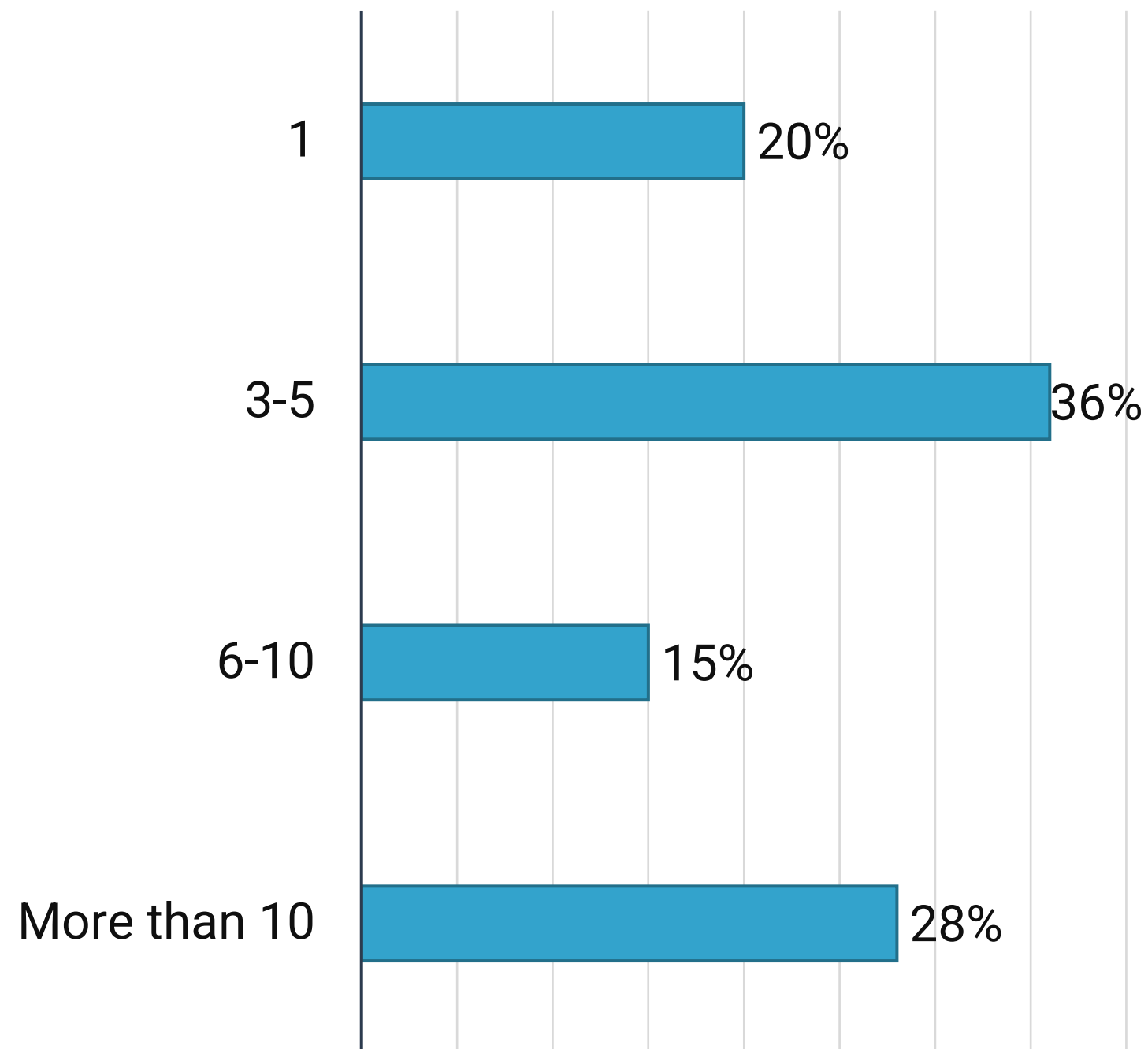


Inorganic

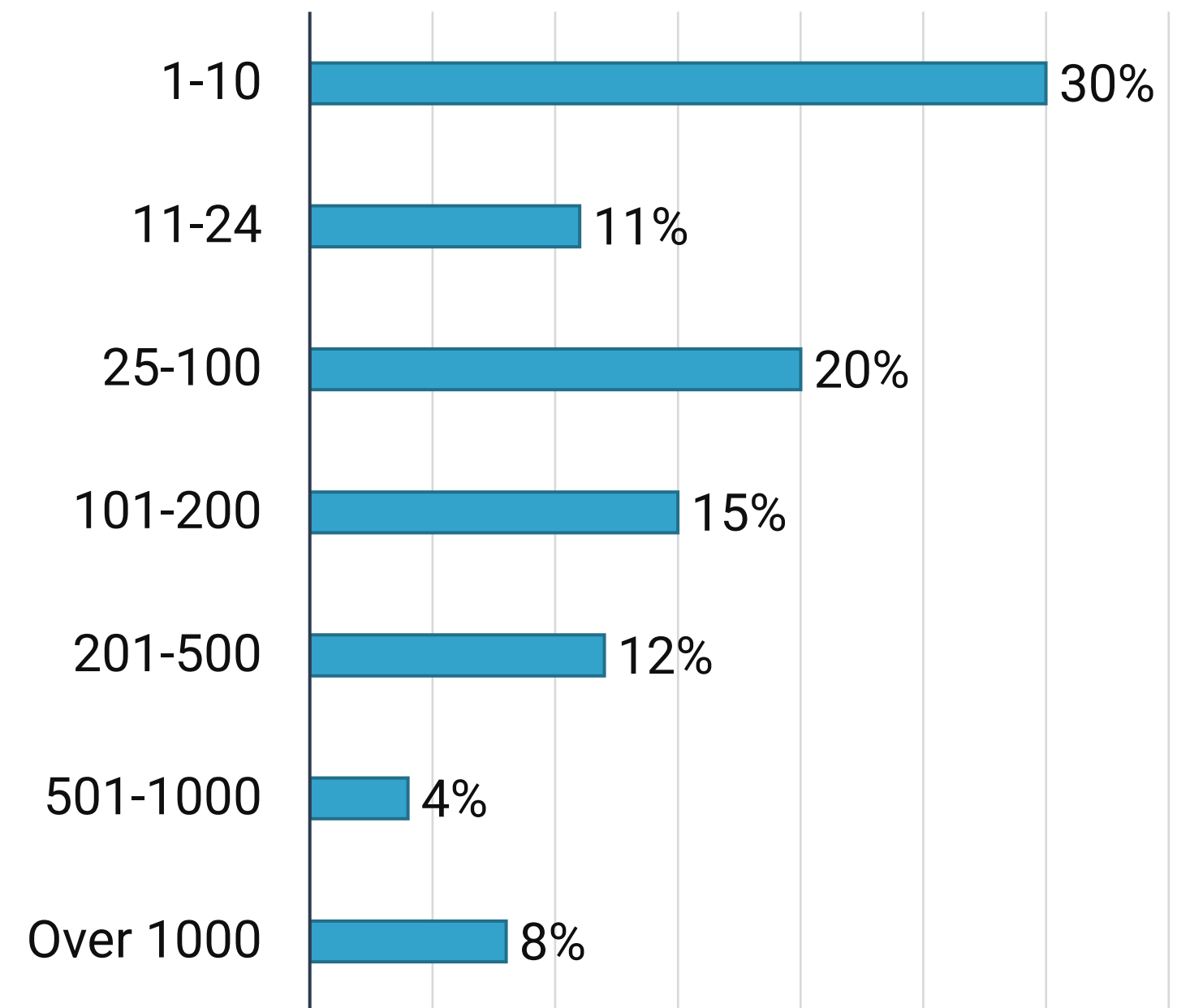
- Rollups
- Complementary business
- Acquisitions

POLL QUESTION

How many banks do you use?



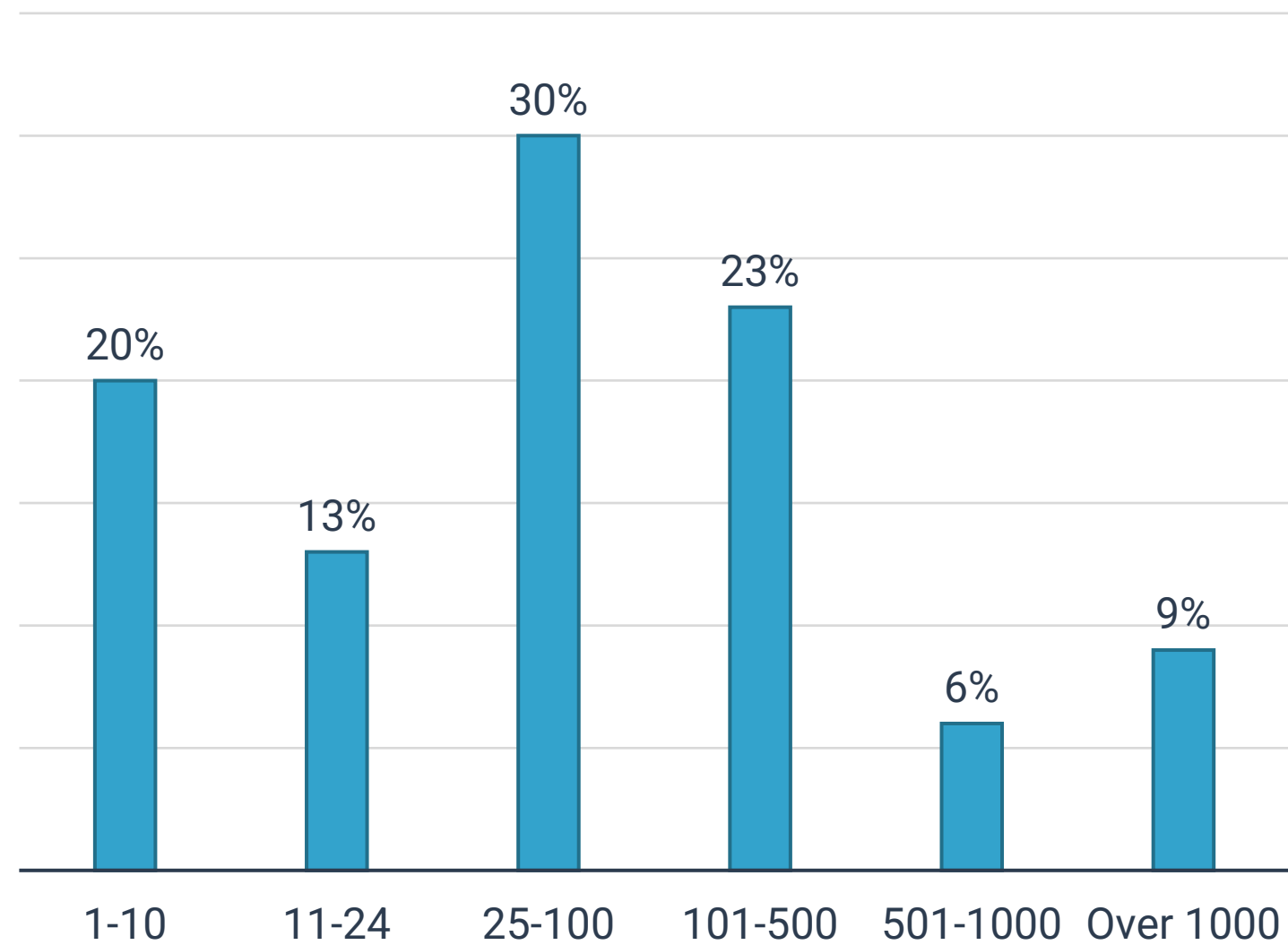
How many bank accounts do you have?



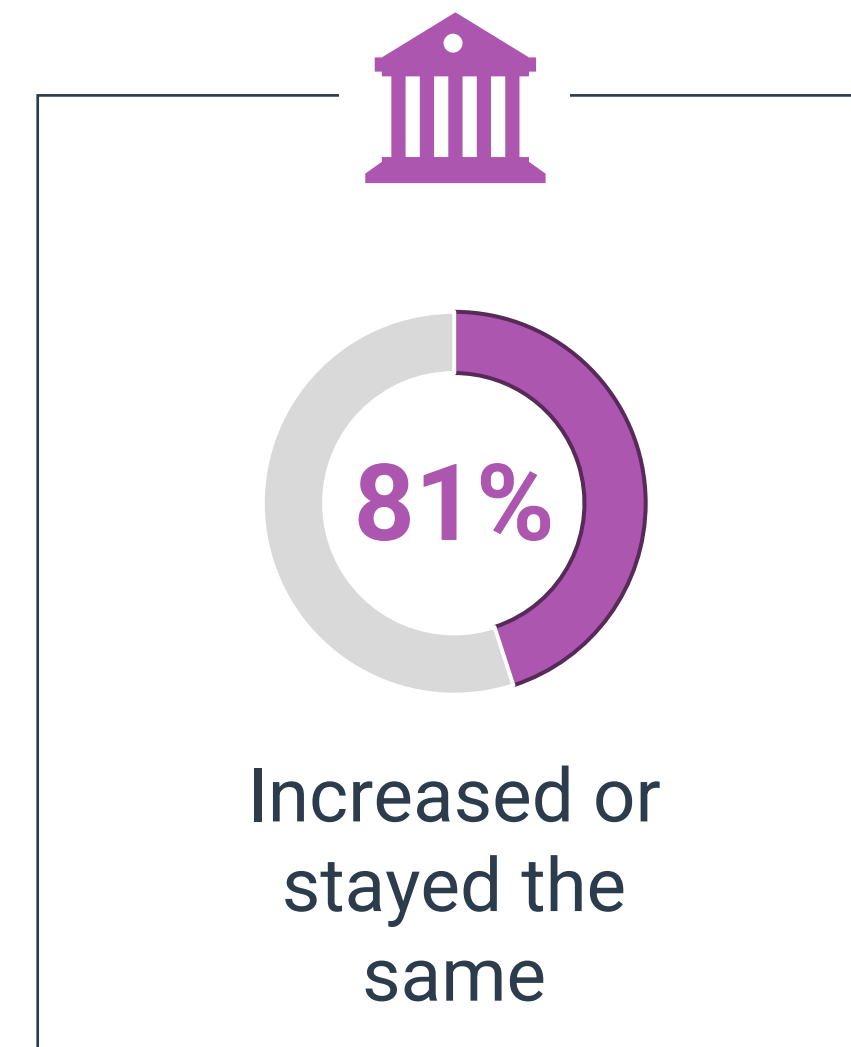
NUMBER OF BANK ACCOUNTS

NUMEROUS AND GROWING

> How many bank accounts do you have?

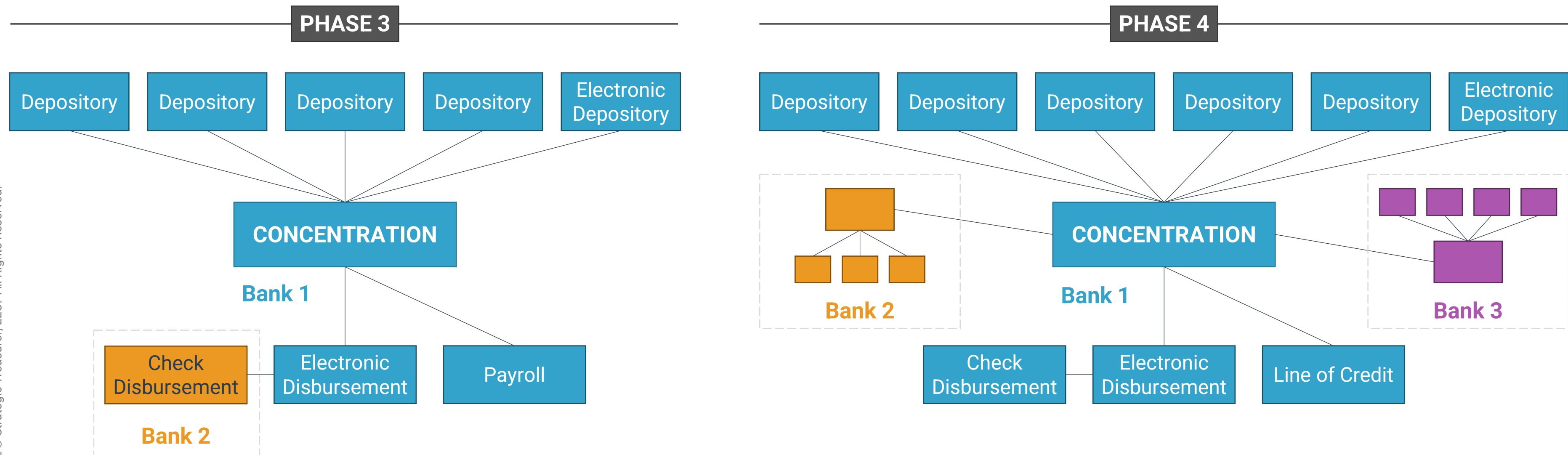
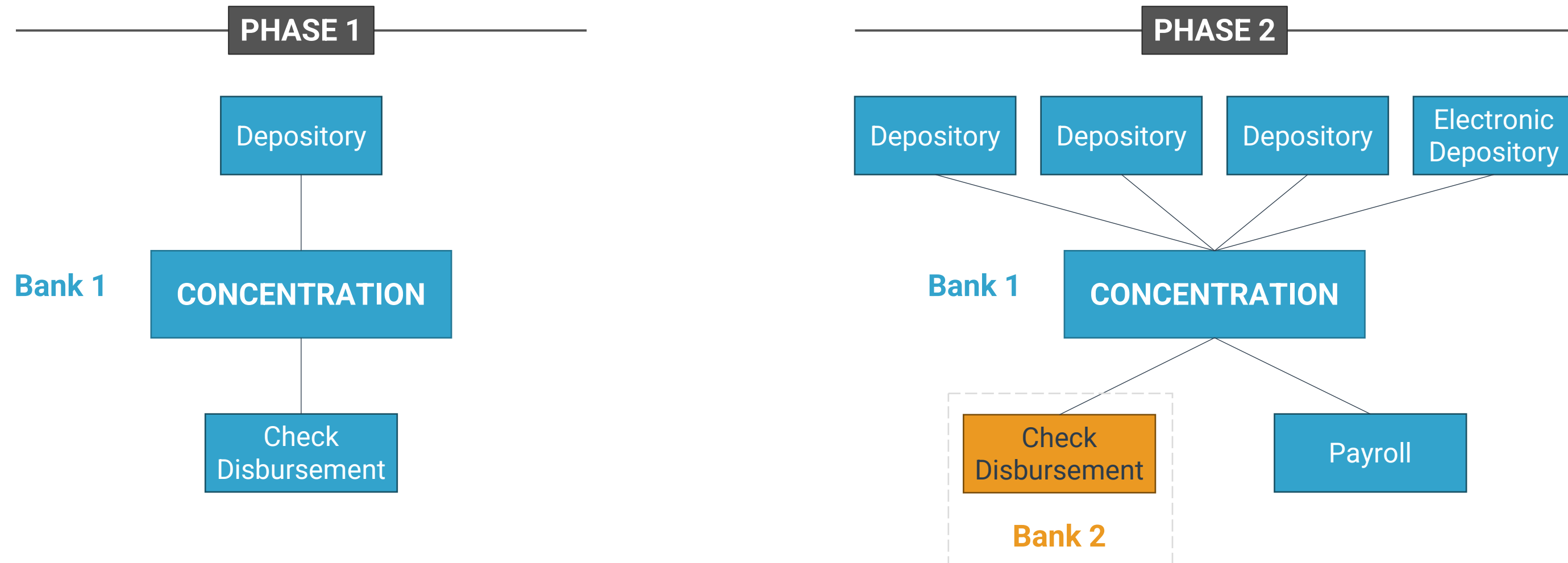


> In the past year, has the number of banks you used:



PHASES OF GROWTH

ACCOUNTS, BANKS, AND COMPLEXITY GROW QUICKLY



IMPLICATIONS OF COMPLEXITY

MORE SOURCES AND DATA TO TRACK

How do you get your data?

Portal

SFTP

API

How many banks?

1

5

10

How many systems?

Log Into

Ensure Secure
Access

Tokens

What are you doing?

Visibility

Cash Positioning

Cash Forecasting

Cash Accounting

Funds Transfer

Variance Analysis

Where is this getting done?

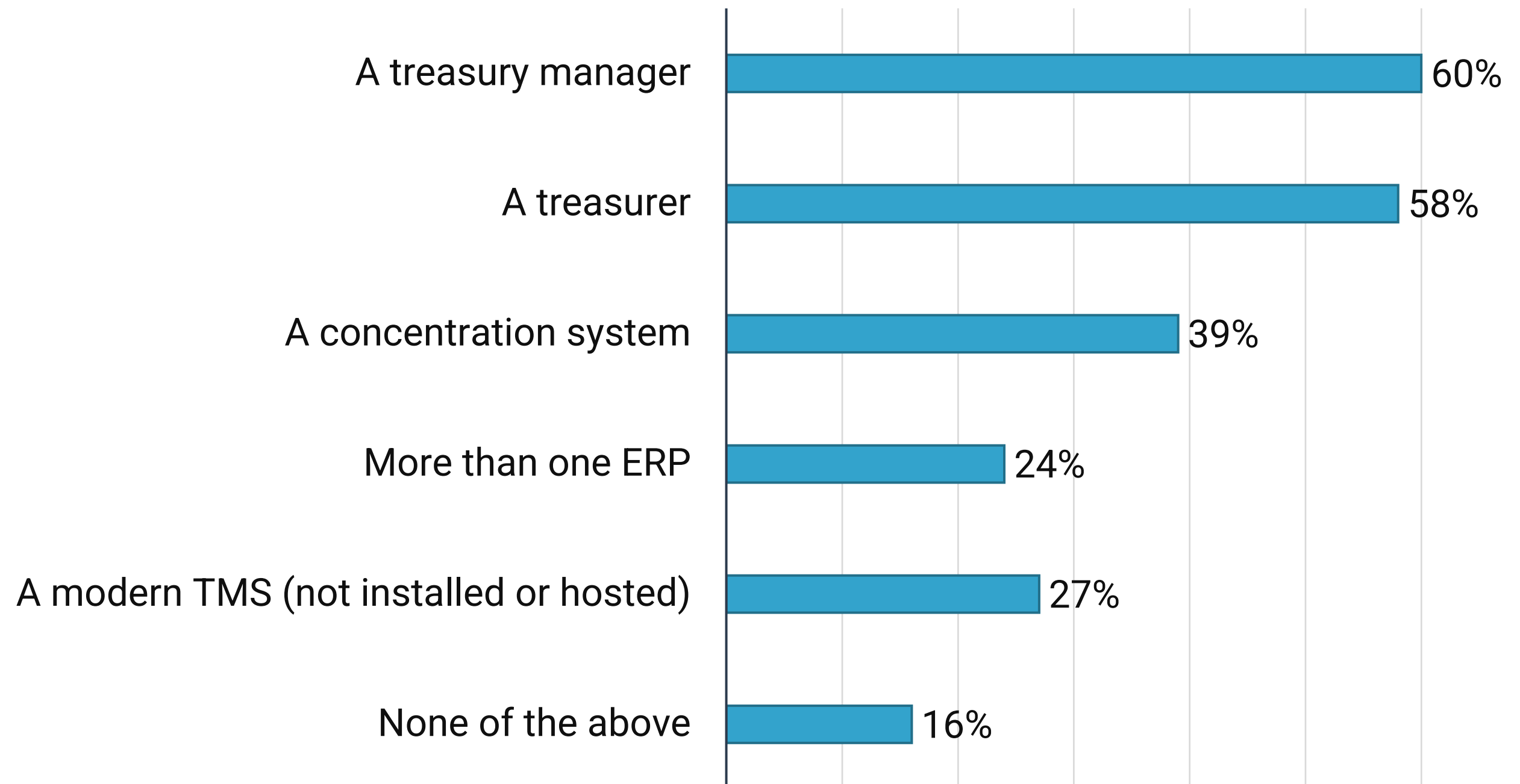
Portal

XLS

Unified Platform

POLL QUESTION

**Our current position is such that we have:
(Select all that apply)**



SFTP VS. APIs

JUST ANOTHER TRANSFER METHOD, RIGHT?

Maintaining Heavy Connections

SFTP

SFTP

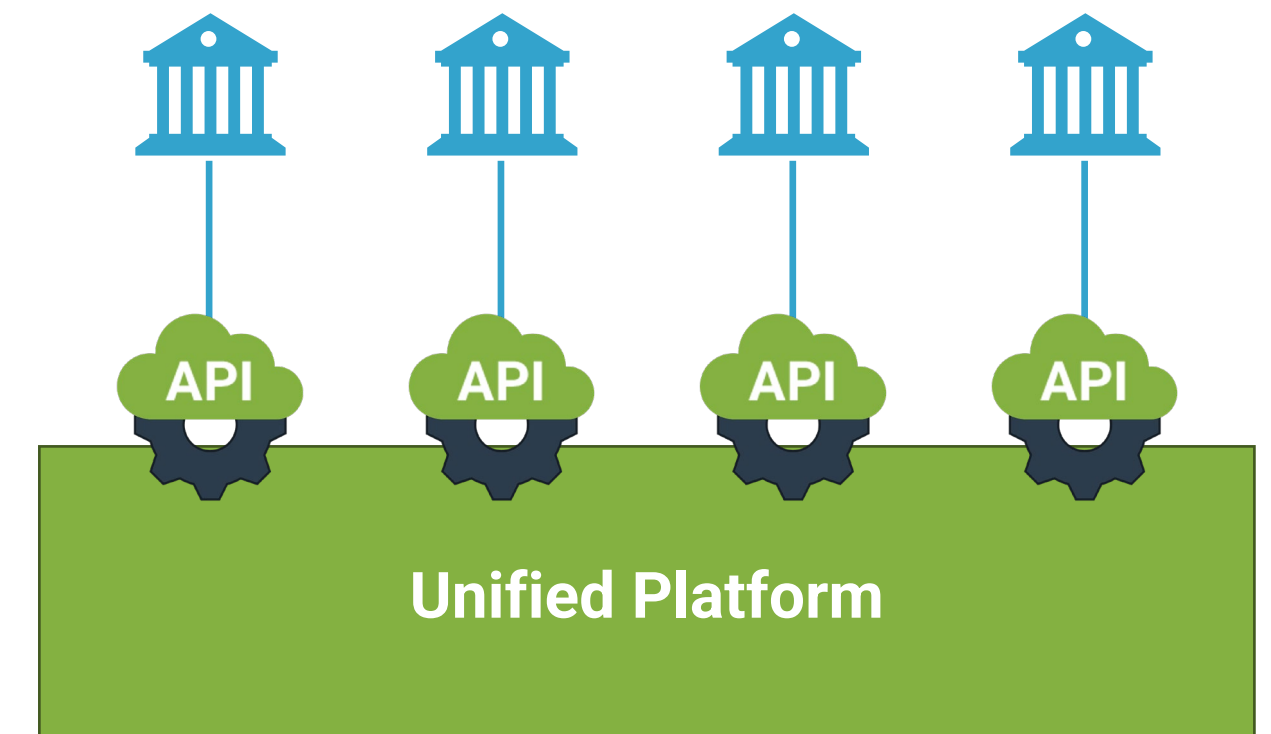
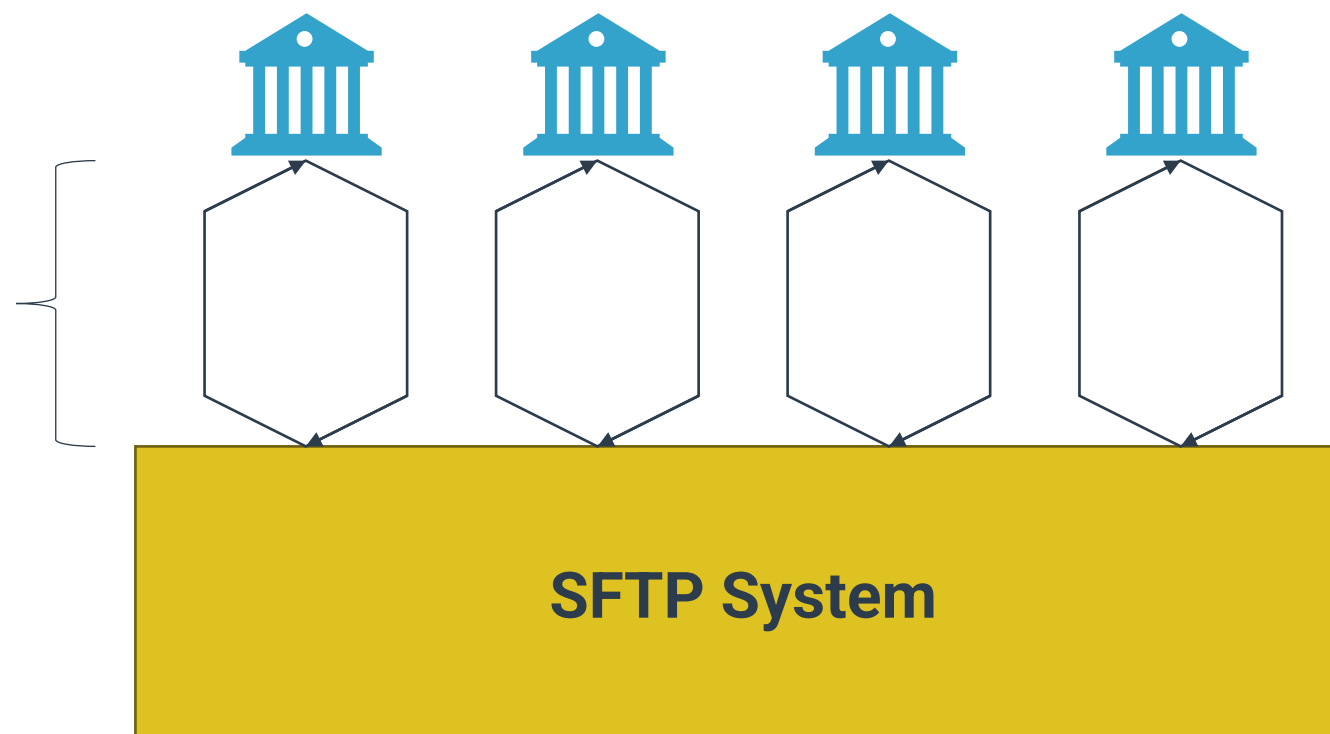
SFTP

Vendor/Bank Maintained (Light)



Number of and effort to maintain greatly reduced.

1. Establish pipe
2. Create file
3. Encrypt and transfer file
4. Receive and decrypt file
5. Confirm file



BENEFITS OF BIG DATA

ACROSS VARIOUS AREAS



Accounting

- Manual
- Rules
- Logic-Based Rules
- Access Period



Cash Positioning

- Manual
- Rules
- Logic-Based Rules
- ML Logic-Based Rules
- Linear
- Global



Inquiry

- Restrictive Search
- Natural Language Search

Collect

1
2
3

Disbursement

1
2
3
4



Collect

A
B
C
D

Disbursement

A
B



Linear: Go forward only



Global: Forward and backward

- Do things change?
- What does this mean for my forecast?
- What does this mean for my variance analysis?

STRATEGIES

ASPECTS TO CONSIDER



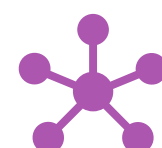
Relationship Plan and Prioritization

- Areas of excellence
- Importance of relationship
- Share of wallet



Banking Structure

- Design



Connection Model

- API
- Network
- SFTP
- Portal



Data

- Speed
- Richness
- Effort to acquire

WORK ENVIRONMENT

RELEVANT TO DECISION-MAKING PROCESS



Solution to Match Complexity and Value

- Understand size
- Project growth

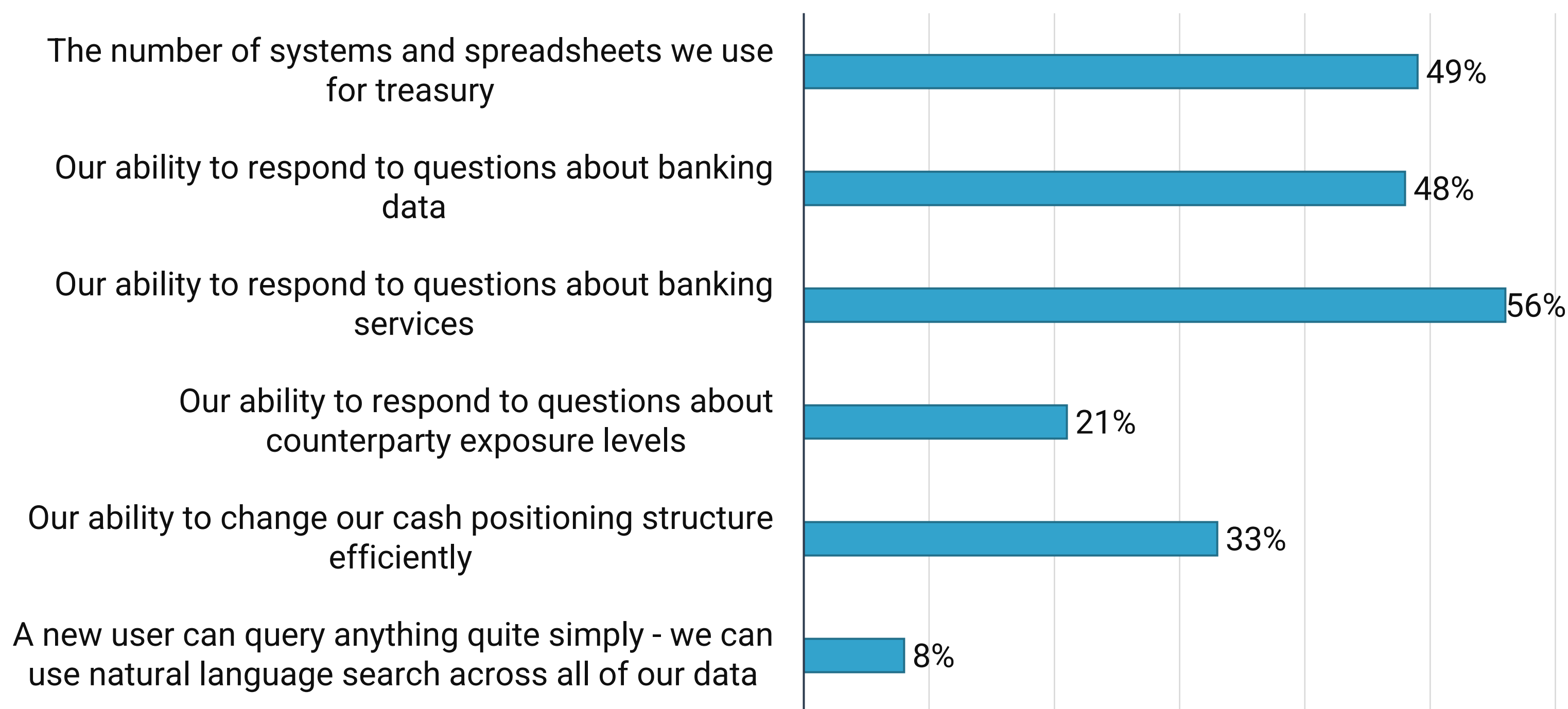


Integration

- Functions
- Data for operations
- Analytics for scale

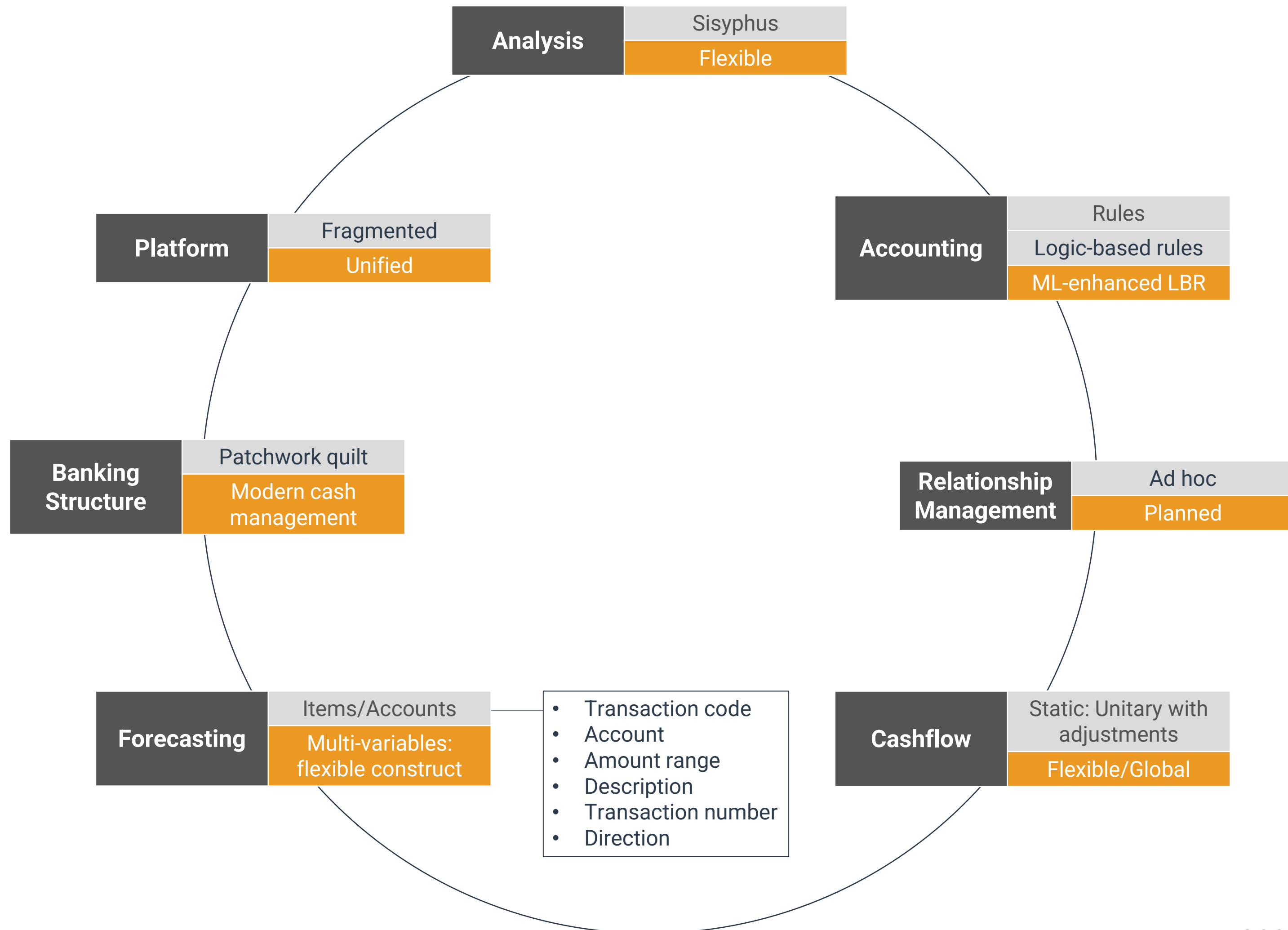
POLL QUESTION

We are leaders or state of the art with our abilities to do these things:



FRAGMENTED VS. UNIFIED

MOVING FROM A LINEAR APPROACH TO GLOBAL



KEY TAKEAWAYS



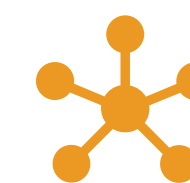
KNOW WHERE YOU ARE

- Location
- Destination



MOVE FROM LINEAR TO GLOBAL

- Faster
- Iterative



MOVE FROM FRAGMENTED TO UNIFIED

- Single source of truth
- Power of big data

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,
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🎧 The Treasury Update Podcast

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

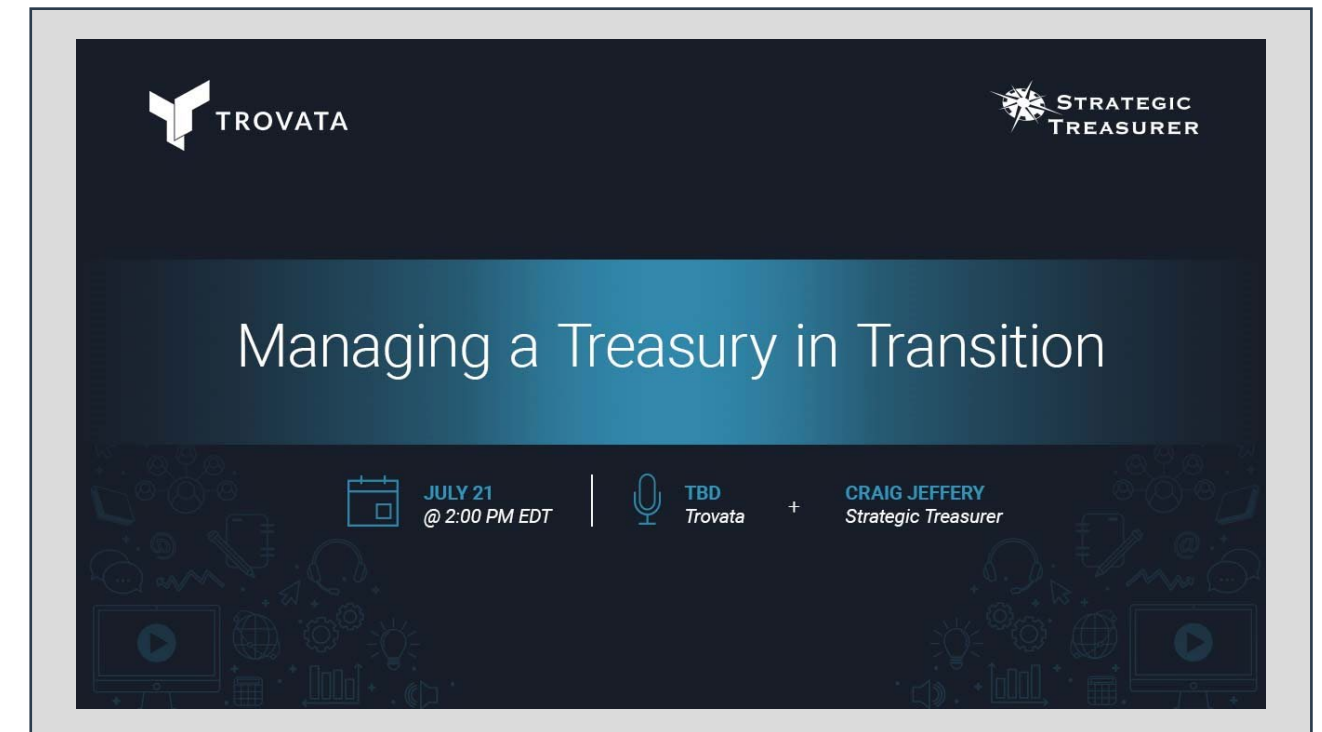


TROVATA

Tracey Knight
Vice President of Client Success, Trovata

💻 <https://www.trovata.io/demo/>

💻 [linkedin.com/company/trovata-io/](https://www.linkedin.com/company/trovata-io/)



July 21 at 2pm EDT

REGISTER: <https://bit.ly/38WuuR0>