



Treasury Management Solutions

Effective Treasury Management Solutions

Capital Performance Group offers a number of consulting and implementation services to support our clients' efforts to improve performance, manage change, and execute new strategies. We draw upon many of these solutions as part of broader consulting engagements. Our projects are often customized to meet individual client needs.

1. Product Strategies

Determine the optimal mix of product offerings to meet the treasury management needs of your customers. Our highly participative process will identify value propositions to grow your revenues and improve the profitability of your product portfolio. We will help you to understand the implications of key industry trends so that you can take advantage of niche opportunities and new market segments.

2. Organizational Structure and Effectiveness

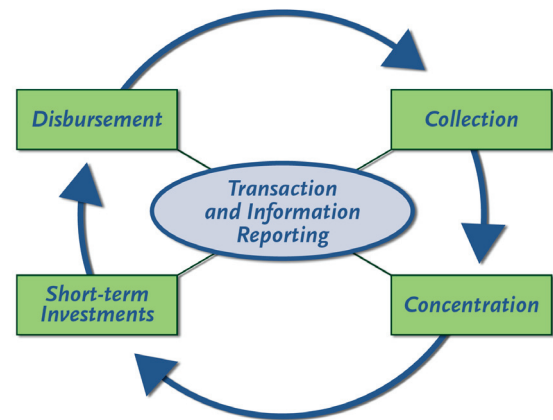
Identify the most effective organizational design for executing your treasury management strategy. We will assess your current organization and determine its effectiveness, its strengths, and the barriers it may present to the achievement of your strategic and tactical goals. Using this information, we will evaluate and recommend alternative structures that ensure clear assignment of roles and responsibilities and deliver effective solutions to your customers. We will help you to understand the pros, cons, costs, and benefits of various structures so that you can make informed decisions that provide the greatest benefit to your organization.

3. Market Research and Competitive Positioning

Assess your perceived strengths and weaknesses against those of your competitors and develop more effective strategic plans. We will help you to define how your organization can "differentiate" its product offering and create value in your chosen markets. Our data gathering and analysis will include evaluation of your market profile (size, competitors, stage of growth), identification of customer market segments, and determination of opportunities for revenue growth through product leadership, operational excellence and superior servicing for your customers.

Working Capital Solutions for Your Clients

Strategies for optimizing your product mix to meet the treasury management needs of your customers.



About the Capital Performance Group

Capital Performance Group is a management consulting firm based in Washington, DC. Our firm provides advisory, planning, analytic, and project management services to the financial services industry.

For more information on CPG's Treasury Management Solutions, please contact us at 202/337-7870 or via email at info@capitalperform.com.

4. Pricing and Profitability Management

Create a process for conducting pricing reviews at the product, vendor, market segment or customer level to maximize profitability and rationalize product packaging and value-based pricing. We will work with you to identify, collect and analyze appropriate data for monthly, quarterly, and annual analysis. We will help you to design the right reporting for each of your stakeholder audiences while providing industry perspective and benchmarks for pricing comparison and float optimization.

5. Vendor Selection and Management Services

Find the best partner using a set of standardized, objective evaluation criteria and a deliberative process. CPG professionals will help you research, evaluate, and select appropriate product and service partners. Our Vendor Selection Process is an efficient and effective four step program for your institution to evaluate providers. Because no two situations are exactly the same, the process can be customized to fit the needs of your business. In addition, we provide guidance to effectively manage vendor relationships on an ongoing basis.

6. Sales Team Effectiveness

Understand buyer behavior by mapping the sales process as a defined series of steps to efficiently guide prospects from initial contact to purchase. We will work with you to build a documented sales process that explains each step a customer takes and the knowledge that customers need to move to the next step. We will identify gaps in the process and develop appropriate training, tools and collateral materials so that your organization can sell more effectively. With a well-designed process that measures the number of prospects you have at each stage, how long they stay in each stage, and the revenue your entire pipeline represents, your organization will be able to develop and execute more effective marketing campaigns and achieve higher cross-sell ratios.

CPG's Treasury Management Solution engagements are led by highly experienced practitioners:

Karan Spanard, former VP and Marketing Manager for Global Transaction Services at Citigroup, specializes in global transaction services, treasury management, and marketing strategy.

Mary Ellen Georgas, former VP and Internet Product Manager at JPMorgan Chase is highly experienced in online banking and eCommerce strategy, governance, marketing and program execution.

Michael Flores, President and CEO of Bretton Woods, is highly experienced in electronic payment systems design and eCommerce applications and information technology.

Mary Beth Sullivan, Managing Partner of CPG, specializes in strategy development, marketing program design, and pricing and profitability analysis.

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