

European Corporate Treasuries are Willing, If Banks Can Find a Way

There is strong demand for mobile banking services among European corporate treasurers. These financial officers have a clear vision of the capabilities and functionality they need. Mobile banking services, however, are not widely available. Banks are still carefully developing their business models and product offerings.

To learn more, Treasury Strategies surveyed 160 treasurers across Europe in December 2010.

Key Findings

- 19% of treasury organisations currently use some mobile banking service.
- Viewing balances via a mobile device is seen as a primary function by both users and non-users.
- 64% of non-users cite a lack of mobile offerings from their banks as the primary reason why they are not using mobile services.
- Only 9% of non-users cited security as a reason for not leveraging mobile services.

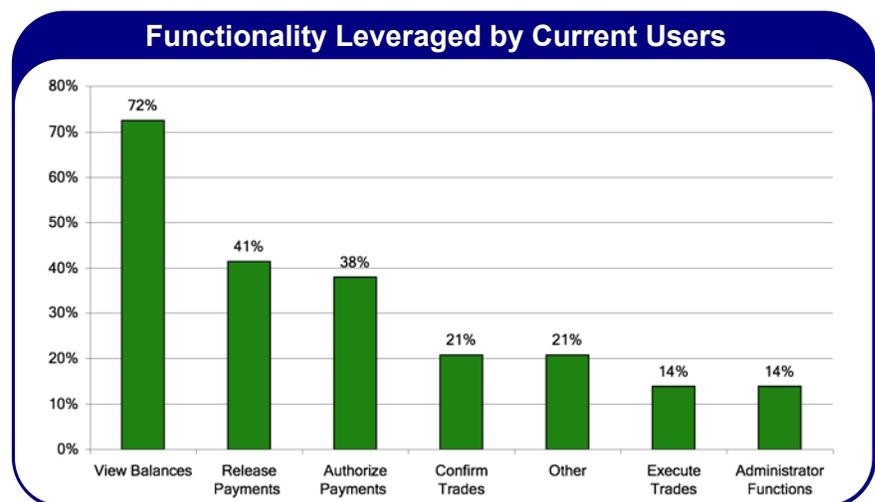
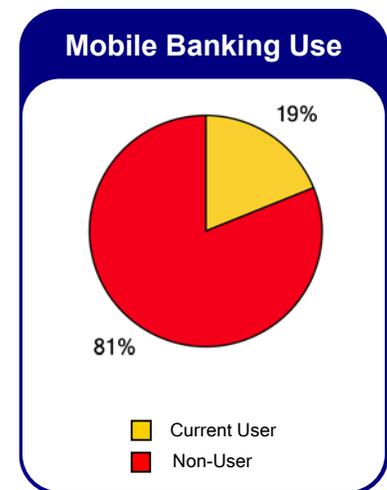
Current Users

In a relatively short period of time, an impressive number of European treasurers have adopted this new technology. Viewing balances and releasing payments are the primary functions used by corporate treasurers. The most commonly used functions are listed below.

- 72% view balances
- 41% release payments
- 38% authorize payments
- 21% confirm trades
- 14% execute trades

Examples of administrator functions include setting user privileges and passwords.

“Other” functions include accessing reports and receiving account alerts.



Non-Users

Current Barriers To Adoption

The primary reason why corporates are not leveraging mobile applications is a lack of mobile service offerings from banks. Other primary barriers to adoption include:

- 11% of treasurers do not use a mobile device
- 9% of treasurers are concerned about security
- Other barriers (16%) include concerns about the maturity of mobile offerings and the lack of a perceived need

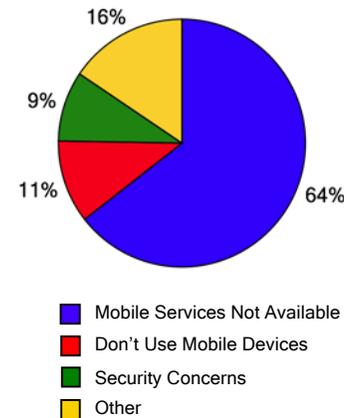
It's important to note that the vast majority of these barriers to adoption are surmountable. For banks developing mobile service offerings, there is enormous potential in the mobile business.

Desired Functionality

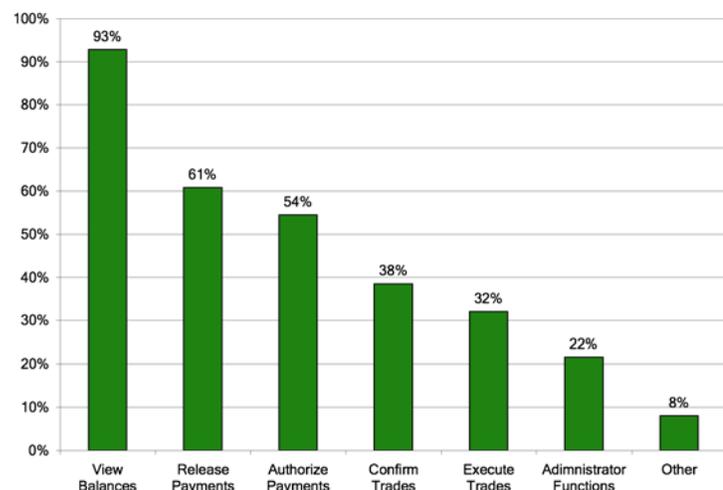
Viewing balances and releasing payments are the two most commonly desired capabilities among non-users. The list below of desired functions indicates a strong and specific demand.

- 93% would like to view balances
- 61% would like to release payments
- 54% would like to authorize payments
- 38% would like to confirm trades
- 32% would like to execute trades
- 22% would like administrator functions including resetting passwords
- 8% listed account alerts and other functions

Reasons for Not Using Mobile Applications



Functionality Demanded By Non-Users



Moving Toward Adoption

The adoption of mobile banking services appears to be off to a very fast start among European corporate treasurers. In a very short time, 19% of treasurers have adopted these service offerings and there is strong interest from the rest of the marketplace.

As these offerings become more mainstream, corporate treasurers must build mobile banking services into their treasury technology scheme and recognize that these services are becoming part of the standard treasury process as opposed to a one-off novelty.

Accordingly, banks need to understand how mobile offerings fit into the daily operations of their clients and develop the appropriate mobile banking services that link to the banks' other information services.



The Power of Experience®

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