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Banks Relationships At Risk During Economic Recovery

The linkage between credit and treasury services peaked in 2009, but is expected to reduce with economic recovery

FRAMINGHAM, MA, April 22, 2010 – The link between credit and treasury services business, though not new, intensified throughout 2009, according to a new report: *"Corporate Treasury Buying Behavior – Treasury and Transaction Services"* published by IDC Financial Insights and Treasury Strategies. On average, firms placed 72% of their treasury services wallet solely with credit providers, the highest ratio ever measured by the survey.

"Right now credit is king – those institutions providing credit were also best positioned to cross-sell treasury services," said Jeanne Capachin, Research Vice President, Global Banking at IDC Financial Insights. However, she also adds a word of caution, "during the economic recovery, we expect credit markets to stabilize and the link to weaken between credit and the sale of treasury services."

With economic recovery already starting to take root, corporate Treasurers are planning to rebalance their relationships. Over 10% of corporate participants indicated they plan to increase their provider base in 2010. Another 20% of participants plan to reduce their providers.

"Because business is at risk, it's important for banks to continue cross-selling into their base of credit clients and prepare for a shift in corporate buying priorities," said Dave Robertson, a Partner at Treasury Strategies. "We project a second wave of relationship rebalancing driven by a desire to diversify providers and improve efficiency and effectiveness. To win business, it's critical that banks deliver integrated solutions that align with client needs, add value, and differentiate competitively."

Over time, those banks with a clearer understanding of corporate needs and an ability to deliver integrated solutions will win share

For information on purchasing reports, contact insights@idc.com. For additional information about this study, or to arrange a one-on-one briefing with an IDC Financial Insights analyst, please contact Sarah Murray at 781-794-3214 or sarahbethmurray@gmail.com. Reports are available to qualified members of the media, email sarahbethmurray@gmail.com.

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