2020 Large Corporate Cash Management Trends – Europe

2020 European Corporate Finance Research

May 5, 2021

Executive Summary:

Aside from pricing, corporates emphasize the importance of Customer Experience and Digital Capabilities as driving criteria when selecting cash management providers. Beyond liquidity support, corporates cite operational flexibility and processing agility as the most valuable response from Cash Management providers to the COVID-19 crisis.

Methodology:

Greenwich Associates conducted 1,235 interviews with financial officers (e.g., CFOs, finance directors and group treasurers) at corporations and financial institutions with sales in excess of €500 million, including 558 with sales of at least €2 billion. An additional 1,272 interviews were conducted with corporate decision-makers for cash management, mainly treasurers. Interviews were conducted throughout Austria, Belgium, Denmark, Finland, France, Germany, Ireland, Italy, Luxembourg, the Netherlands, Norway, Portugal, Spain, Sweden, Switzerland, and the United Kingdom. Interviews took place from September 2020 to January of 2021. Subjects covered included bank credit capabilities, domestic and cross-border advisory capabilities and quality of institution and relationship management. Cash management capabilities were examined in separate interviews with corporate treasurers.

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