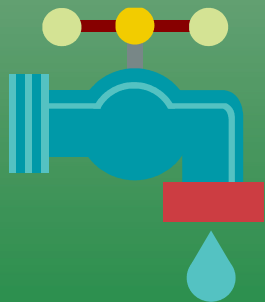


Treasury Operations Review for a Major Boston-based Utility Company

Case Study

A major Boston-based utility with thousands of customers and with a budget exceeding \$100m needed a treasury review and an RFP.



The project

A major Boston-based utility company was required by charter to review their treasury operations and put their cash management and investment business out for bid.

As a subcontractor to a major accounting and consulting firm, Graber Associates was asked to provide an analysis of the utilities' current treasury operations, determine where the utilities' operations should be, and suggest a plan to move them from the current situation to more efficient and cost-effective processes and procedures.

The process

We spoke with senior management to understand their expectations and goals. We identified key stakeholders at the utility and researched the company's charter for appropriate guidelines.

In total, eighteen treasury, operations, and systems staff were interviewed to better understand the process flow, what had been tried before, transaction volumes, costs, and human resource issues and constraints.

The output

We summarized our findings and presented them to the utility's senior staff including before and after transaction volumes, several process flows with annotated diagrams, and our suggested future environment given the limitations due to company's charter as a utility.

Once the future environment was accepted, we created a treasury services RFP for the utilities' cash management operations as well as their short and long term investment requirements.

Result

We received eight RFP responses for cash management services and four for investment services. The utility completed the RFP response review internally, however, several of the recommendations that we produced were implemented saving the company time and money. They were also able to redeploy staff from clerical duties to more sophisticated responsibilities, thereby creating a more knowledgeable workforce.

Our Services

Graber Associates offers a full slate of services and programs that help you reach your important constituencies:

Public Relations

- Message development
- Press and analyst relations
- News release programs
- Editorial placements
- Media and analyst briefings
- Client/Partner newsletter
- Company backgrounders

Marketing

- Messaging and positioning
- Trade show planning & support
- Announcement plans and strategy
- Press and analyst tours
- White papers
- Sales guides and slip sheets
- Speakers' bureau services and speechwriting
- Customer/partner newsletters

Research

- Customer satisfaction surveys
- Cash management analysis
- Market research
- Bank or vendor RFP's
- Marketing plans
- Implementation plans
- Marketplace analysis
- New market Perspectives
- Competitive assessments



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About Graber Associates LLC

Graber Associates is a public relations, marketing, and research firm that becomes part of your team to help you succeed. Founded in 2002, Graber Associates develops and implements public relations and marketing communications programs that generate revenue for businesses. We also provide research that allows our clients to make better informed decisions. Although we specialize in financial services and technology, our services cover a wide range of vertical markets.

We work hand-in-glove with you to develop public relations initiatives and execute marketing campaigns that are created with years of experience behind them. Your goals, objectives, and budget are integral parts of our working with you. As part of your team, we begin to think as you do and suggest ways to improve the process and achieve collective goals.

For More Information

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