

Enabling client success with value-added services in a challenging environment

By leveraging Deutsche Bank's FX4Cash, financial institutions are able to benefit from increased business and revenue opportunities by offering value-added services to their corporate clients.



John Ball
 Head of Cash Management
 - Financial Institutions,
 Asia Pacific
 john.ball@db.com

With weak market fundamentals and profitability, many banks have been scaling back on investments in new product innovation and technology. FI clients are also reassessing their strategic investments in technology and infrastructure to determine whether they can sustain ongoing investments or consider the option of outsourcing to a strong global provider. However, Deutsche Bank is bucking the trend and continues to invest in the latest technology to expand its suite of innovative cash management products globally while ensuring that onshore clients across 17 markets in Asia have access to bespoke services and solutions. "We need to stay on top of clients' requirements and Deutsche Bank has been proactive in addressing recent challenges with increased focus on technological advancements," says John Ball, Head of Cash Management Financial Institutions, Asia-Pacific.

One product which has been gaining popularity among FI clients is the bank's cross-currency payment platform, FX4Cash. Launched in the second half of 2008, the solution was designed to enable FI clients to transact large numbers of cross-currency transactions with ease. The FX4Cash platform has recently been enhanced to include 50 additional currencies. "This allows our clients to effect payments in more than 125 currencies via one base account," says Ball.

Leveraging on its Global Markets' foreign exchange and Global Transaction Banking's payments processing expertise, the FX4Cash platform - which is integrated with autobahnFX, the bank's proprietary foreign exchange trading platform, and the bank's award-winning Money Transfer New Architecture (MTNA) - was designed to offer cost and efficiency benefits to corporate and FI clients. "FX4Cash is a marriage of Deutsche Bank's leadership in foreign exchange and its leading cash management capabilities," said Kefei Chang, Head of FX4Cash, Asia-Pacific.

Deutsche Bank's leadership in foreign exchange further enhances this value proposition. The bank was recently named leading FX bank globally by Euromoney for the fifth consecutive year, accounting for 20.96% of all market turnover.

In the cash management space where competition is intense, Deutsche Bank is quick to access the potential growth in Asia's payment space - where local currencies are increasingly gaining importance in transaction settlement. The bank is also acutely aware of the multiple regulatory jurisdictions governing FI client requirements across Asia. "FX4Cash is positioned to help our clients increase efficiencies and minimise costs in cross-currency



Kefei Chang
Head of FX4Cash Asia Pacific
kefei.chang@db.com

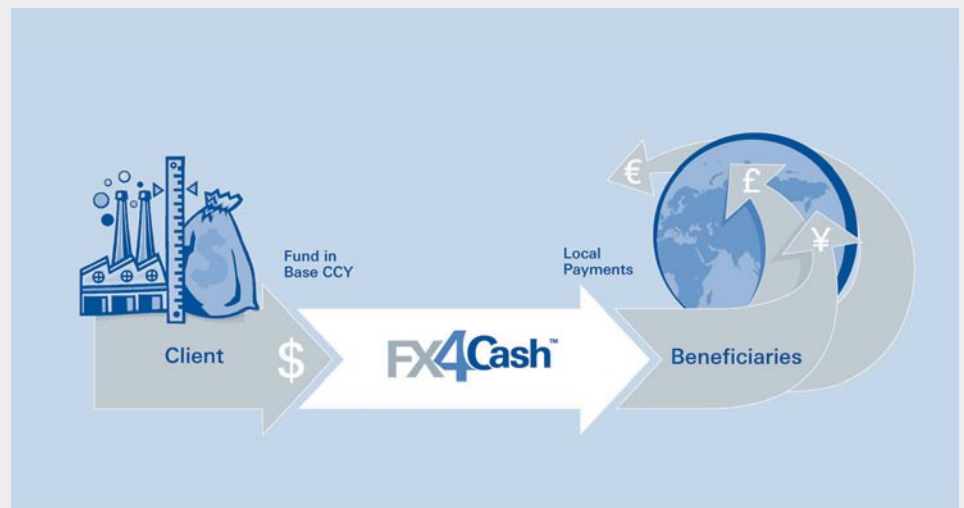
settlements across geographies. As a one-stop solution for cross-border currency payments worldwide, clients are drawn to the solution's benefits as it streamlines, automates and controls payables, simplifies the number of accounts maintained, and minimises associated costs and reconciliation efforts. Clearly, this solution offers clients access to FX price transparency and reduces manual intervention," added Chang.

Since the launch of FX4Cash in the third quarter of 2008, more than 100 clients have gone live on the platform and have used the solution. One of the early adopters of the FX4Cash platform is Bank CIMB Niaga (CIMB Niaga). With over 655 branches across Indonesia, CIMB Niaga is one of the country's largest banks and serves a wide range of corporate and retail clients. "FX4Cash has enabled CIMB Niaga to generate additional business and revenue opportunities, reduce costs, create new efficiencies and gain access to greater choices in managing their cross-currency payments. The benefits of FX4Cash will now be available to more corporates through CIMB Niaga's broad network across Indonesia," says Chang.

To this end, technological capabilities, scale and network reach remain key success factors for cash management banks. Deutsche Bank's market leadership has also been confirmed by recent award wins:

- Asian Banker Achievement Award for Cash Management and Treasury Services for Banks and Corporates in The Asian Banker Leadership Awards 2009
- Best Overall Cash Management Bank in Asia (2003-2008) as voted by financial institutions in the 2009 Asiamoney Cash Management Poll of Polls.

Beyond meeting clients' requirements, Ball believes in exercising due diligence to identify opportunities for them in this challenging environment. "FX4Cash will help our clients optimise the efficiencies in their value chain. Starting last year, clients have been seeking alternative revenue sources with shrinking retail and trading activities. One of their primary concerns is managing thinner margins in the current market environment. By leveraging FX4Cash, our clients stand to benefit from increased business and revenue opportunities by offering value-added services to their corporate clients," says Ball.



FX4Cash improves efficiency, saves cost and mitigates risk.