

Beat: Business

## BNP PARIS BAS EACT PWC AND SAP LAUNCH THE 2ND JOURNEYS TO TREASURY

### COLLECTING CONVESTIAON ON CASH FLOW

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**USPA NEWS** - BNP Paribas, the European Association of Corporate Treasurers (EACT), PwC and SAP have launched the second edition of "Journeys to Treasury" (JTT), a collection of conversations on the theme of cash flow. today and tomorrow made by treasurers for treasurers.-----

The second edition of the Journeys to Treasury report focuses on identifying significant changes and corporate cash flow. It is based on surveys, face-to-face interviews, brainstorming sessions and panels organized throughout 2017 to identify the key issues faced by corporate treasurers. The 2017 edition of Journeys to Treasury also draws on case studies to illustrate how treasurers deal with these issues. The three main themes of JTT 2017 are data analysis, compliance and regulation, and cybersecurity. In line with the philosophy of the report, these themes have been observed and analyzed through several prisms: that of the bank, the professional association, the consulting company and the software solutions provider.

With regard to the first part of the report, since the data on treasury are already centralized, the JTT experts underline that the fact of analyzing them would make it easier to take decisions. The report also explains that artificial intelligence (AI) is a performance improvement factor and shows how a global aroma sector leader has benefited from robotics and AI.

In the second part, JTT explains why compliance and regulation continue to be priorities for treasurers. The report reflects the challenges of treasurers, who must assess the impact of ever-evolving rules, with geopolitical events adding to the complexity of their environment. The case study presented in this chapter of the report shows that treasurers would benefit from working with tax experts and transparency.-----

Finally, the third part of JTT looks closely at cybersecurity and fraud. In an increasingly dematerialized world where fraudsters have become extremely skilled, corporate treasurers must be proactive. However, even the most successful cybersecurity policies alone can not guarantee the protection of data. The report describes how, after being the victim of social fraud, a leading agri-food group adapted its internal culture while updating the agreements with its financial partners.

The very first edition of Journeys To Treasury was acclaimed by the corporate treasurer community, with more than 1,300 downloads and more than 24,000 visits to the dedicated website, in the three months since the launch of the report. .

Second installment of the collection, Journeys to Treasury 2017 was launched on the occasion of EuroFinance Barcelona.

#### ABOUT BNP PARISBAS CASH MANAGEMENT-----

BNP Paribas offers cash management services to more than 40,000 companies worldwide. Its local presence on every continent allows it to support companies all over the world. Our community relies on 2,500 experienced Cash Management professionals operating across BNP Paribas' international network in 208 business centers, 55 countries and 130 currencies. At the recent Greenwich Associates Awards, BNP Paribas was awarded the first Trade Finance Bank and the first Bank of Cash Management among major European companies.-----

The EACT (European Association of Corporate Treasurers) brings together 21 associations of treasurers and corporate financiers from Europe representing 20 countries, 6,500 groups and 13,000 members. The association sends comments to European authorities, national governments, regulators and standardization bodies on the challenges facing treasury and finance professionals in Europe. The purpose of the EACT is to support treasury, corporate finance and risk management professionals and to promote their skills through best practices and teaching.-----

PwC is committed to gaining public trust and solving important issues. Our network of companies in 157 countries has more than 223,000 employees working to provide quality assurance, advisory and tax services. For more information and to share your expectations, visit our site. PwC refers to the PwC network and / or its affiliated companies, all of which are legally independent entities. Please visit [pwc.com/structure](http://pwc.com/structure) for more information.-----

SAP is at the heart of the current technological revolution. As a market leader in enterprise applications, SAP helps organizations combat complexity, generate new opportunities for innovation and growth, and strengthen competitiveness. SAP has a comprehensive range of cash management solutions. These allow companies to gain an overview and greater control over complex cash management, liquidity and risk management processes while integrating financial reporting into SAP software. By simplifying working capital, risk management and compliance, treasury managers can ensure full transparency in their related activities over which they

can exercise absolute control and automate critical processes. SAP innovations enable 320,000 customers around the world to work more effectively in a cooperative mode and increase their efficiency. For more information, please visit [www.sap.com](http://www.sap.com) and [www.sap.com/treasury](http://www.sap.com/treasury) Source : BNP Paribas

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