

# A fresh approach to treasury management

*Founded in 1986, GTreasury is a leader in the growing market for corporate treasury management solutions. With a holistic approach, and by offering both standalone and Software as a Service options, it has helped to democratise treasury management and move it further up the value chain. The company recently opened their new West End, London office, expanding their presence in Europe, and accelerated its cooperation with Dublin headquartered partner Centralis, growing their joint global treasury outsourcing service, as highlighted by Terry Beadle, head of corporate development at GTreasury.*

Mr. Beadle is a fin tech executive with more than 20 years experience in the treasury and capital markets space. Previously the Global Head of Corporate Treasury for Bloomberg LLP, he recently joined GTreasury to develop their growth strategies, including partnerships, mergers and acquisitions, and the EMEA business.

Mr. Beadle believes the EMEA region present a significant opportunity for GTreasury: “The market is currently dominated by two vendors. We bring greater choice and a fresh approach to it. We are very client-led and aren’t just driven by technology: our focus is on business results. This is important at a time when, as a result of changes in financial regulation and increasing

market volatility, corporate treasury has evolved from being largely a backoffice affair to a top level priority on the business level. Most of our customers are engaged in treasury transformation projects where the delivery of business benefits is central to the system implementation. GTreasury takes a holistic business and technology approach to the project, driving business change and benefits hand in hand with our customers.”

He explains that GTreasury’s solution illuminates a treasury’s liquidity by centralising all incoming and outgoing cash and banking activities, along with tracking financial instrument. This gives GTreasury practitioners real-time insight and access into their global liquidity. Key to GTreasury’s approach are powerful but simple to use worksheets that allow best practice cash management process around bank management, forecasting, reconciliation and payments. “It takes the flexibility of a spreadsheet and adds control, automation and integration with external data sources.”

GTreasury’s new London office is a platform for the development of their EMEA business, giving GTreasury more direct access to new business opportunities in the European market place and giving new and existing customers the reassurance of a local service and support team. The company is simultaneously in the process of



accelerating its cooperation with Luxembourg headquartered partner Centralis, to grow their joint global treasury outsourcing service. “The market for outsourcing treasury services is opening up after several large banks have exited the market, so we’re filling a void,” Mr. Beadle explains.

He looks to the future with confidence: “The market is looking for new and improved technology and services to drive treasury transformation projects, there is enormous potential for independent TMS providers such as GTreasury who can combine functionally deep and complete products with top class services for system deployment and support.”



GTreasury  
1 Neal Street  
London WC2H 9QL  
United Kingdom  
Website: [www.GTreasury.com](http://www.GTreasury.com)