

Project Management: Treasury and Risk Management Application for a Major NYC Bank

Case Study

A major NYC bank with assets of several billion dollars decided to 'sunset' a major treasury and risk management workstation used by 17 of its most valued customers around the world.



The project

A global bank decided to discontinue its support of a treasury and risk management workstation installed at 17 important international clients.

Graber Associates was asked to design and manage a smooth transition out of product support with as little disruption to the clients' operations as possible.

We drew up a plan for the project, identified key client stakeholders, and kept them all informed of the bank's progress and of their respective parts in the overall plan. Individual aspects of our work on the project included:

- Client communications: We crafted individual letters with information particular to each client's interest and participation in the process. One letter contained 12 different items particular to each client and was reviewed and approved by both senior management and the legal staff at the bank
- Delivery of one of three versions of source code to each client, working closely with the bank's systems staff
- Identifying and solving, along with the bank's attorneys, all legal matters
- Determining the monthly financial implications for bank clients, including monies due and refunds
- Arranging training for the all 17 clients' regardless if they chose to maintain the application after the sunset date. Training schedules were established with the bank's technology group and performed as much as possible during the client's workday.
- Aiding in selection of vendors to take over the support of the application once the sunset date came
- Overall project management, and senior management reporting

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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Result

The project was lauded by the bank's most senior managers during a bank-wide quarterly address as an example of how sunset projects should be run.

About one-third of the bank's clients decided to move away from the application with some maintaining it themselves, some replaced the application with one already in process, others chose to go with the bank's suggested vendor. Each client had a complete version of the correct source code and training to utilize the code if and when it became necessary.

About Graber Associates LLC

Graber Associates is a public relations, marketing, and research firm that becomes part of your team. 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 and experience cover a wide range of vertical markets and industries.

We work hand-in-glove with you to develop public relations initiatives and execute marketing campaigns that help you succeed.

For More Information

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