



A GLOBAL insight



ROBERT DEUTSCH LOOKS AT HOW THE ACT/JPMORGAN GLOBAL CASH MANAGEMENT SURVEY 2007 IS SET TO PROVIDE A NINTH YEAR OF CASH INSIGHTS FOR TREASURERS.

JPMorgan Asset Management has just begun its latest annual investigation into the workings of the cash management industry with the launch of its Global Cash Management Survey 2007.

IDENTIFYING TRENDS The survey, which is again being compiled with the valuable help of the ACT, has been a benchmark for the identification of ongoing cash management trends among treasurers since its launch back in 1999. We are now in the ninth year of the survey, and expect the results of the latest to continue to provide valuable insights into how the industry is developing, the products that treasurers are currently using, and the performance and service levels that are now demanded.

The survey once again aims to gauge the opinions of corporate treasurers around the world, with an added focus on international responses. This helps make the survey a truly global barometer of cash management trends.

The survey delves into issues such as the products that corporate treasurers use to manage their surplus cash, the criteria used to make cash management decisions, and the time of day that investments are made. Other areas of the treasury function that the survey analyses are banking relationships, cash and liquidity concentration, the use of external providers, and debt positioning.

Although regular subscribers to the survey will recognise the continuity of many questions. It is expected that new questions will be added or questions adapted in this year's survey to help provide even more insightful analysis of the results.

The survey also takes the opportunity to look in more detail at treasurers' expectations of the future to gain a better understanding of potential developments in the cash management industry, including possible trends in the use of various cash management products, such as bank deposits, money market funds and direct investments.

Robert Deutsch is Head of Global Cash at JPMorgan Asset Management.

EMEA: www.jpmorgan.com/assetmanagement/liquidity

US: www.jpmorgan.com/assetmanagement/cash

Taking part in the survey

If you would like to take part in the survey and contribute to the useful insights that it gives to product providers and treasurers alike, then please go to www.treasurers.org/technical/cashsurvey.cfm.

Charity donation

Taking part will not only help provide a vital indicator of changes and trends in the international cash management industry, but will also benefit charity as we are once again giving a donation to the International Red Cross for every completed questionnaire that we receive.

