


Avenues to revenue:


How VAM helps corporate banks grow

Address the demands of multinational corporations and corporate treasurers with flexible, scalable cash management solutions.




Avenue 1. Winning new clients

Key Challenge	Pain Point	Solution	Result
40% of corporations are reevaluating their banking relationships, so value delivery and control is key.	Complex operations, multi-entity structures, and cross-border transactions require sophisticated solutions.	VAM delivers flexible, scalable solutions that align with corporate complexity, supporting multi-entity cash management and cross-border operations.	40-50% higher conversion rates



Avenue 2. Prevent corporate treasurers' churn

Key Challenge	Pain Point	Solution	Result
Winning over large multi-nationals demands advanced tools that outdated cash management can't provide.	Treasurers expect real-time cash visibility, automated efficiency and precise flexible management for financial operations.	VAM delivers real-time cash control and visibility, seamless workflow integration and centralized control.	60-80% self-service



Avenue 3. Increase your share of wallet

Key Challenge	Pain Point	Solution	Result
Banks lose out on revenue when offerings are disconnected or lack integration.	Clients shop around for specialized services like FX, trade finance, or supply chain financing from multiple providers, which should be with your bank.	VAM integrates all receivables channels: Cash, Digital payments, Cards and Direct debits.	15-25% higher revenue

Ready to transform
your cash management capabilities?

[Learn how VAM can boost client acquisition, retention, and revenue.](#)