

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

40% of corporations are reevaluating their banking relationships, so value delivery and control is key.

Pain Point

Complex operations, multi-entity structures, and cross-border transactions require sophisticated solutions.

Solution

VAM delivers flexible, scalable solutions that align with corporate complexity, supporting multi-entity cash management and cross-border operations.

Result

40-50%
higher
conversion rates



Avenue 2. Prevent corporate treasurers' churn

Key Challenge

Winning over large multi-nationals demands advanced tools that outdated cash management can't provide.

Pain Point

Treasurers expect real-time cash visibility, automated efficiency and precise flexible management for financial operations.

Solution

VAM delivers real-time cash control and visibility, seamless workflow integration and centralized control.

Result

60-80%
self-service



Avenue 3. Increase your share of wallet

Key Challenge

Banks lose out on revenue when offerings are disconnected or lack integration.

Pain Point

Clients shop around for specialized services like FX, trade finance, or supply chain financing from multiple providers, which should be with your bank.

Solution

VAM integrates all receivables channels: Cash, Digital payments, Cards and Direct debits.

Result

15-25%
higher revenue

Ready to transform
your cash management capabilities?

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