

TREASURY & RISK
THE FUTURE OF FINANCE TODAY

PRESENTS THE 16TH ANNUAL

ALEXANDER HAMILTON BEST PRACTICES SUMMIT & AWARDS

● ● ● **OCTOBER 25-26, 2011** | NEW YORK MARRIOTT DOWNTOWN

● ● ● Omnicom Group Global Cash Control System

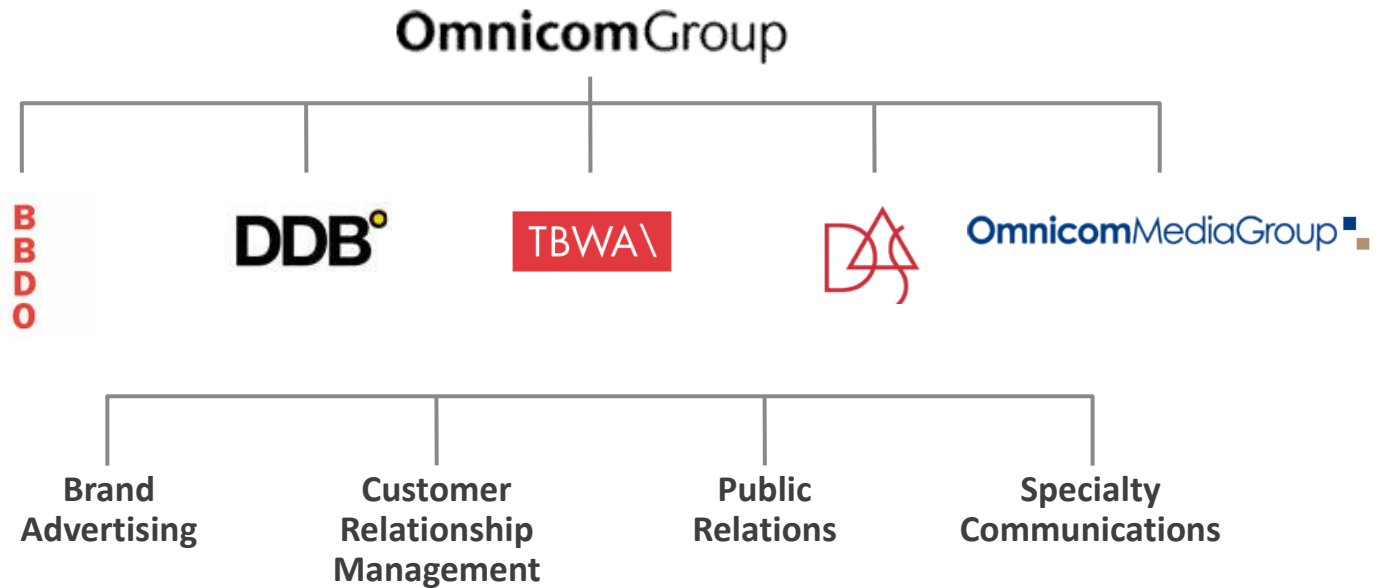
Alexander Hamilton Awards
October 25, 2011

WWW.ALEXANDERHAMILTONAWARDS.COM

Presented by:



Omnicom's Network



30+ marketing communications disciplines

200+ strategic brand platforms

1,500+ individual agencies

68,000+ employees in more than 100 countries



Balanced Portfolio of Leading Agencies & Brands

Brand Advertising



Customer Relationship Management



Public Relations



Specialty Communications



The Challenge

- Decentralized structure
 - 1,500+ agencies in 100+ countries
 - 3,600 bank accounts & 150 banks (2009)
- Gross turnover over \$50bn
- Centralized cash management.....
 - already capturing 90% of non-restricted liquidity
- **but**, balances outside core structures visible only at period-ends
 - Could not optimize liquidity management or fully quantify risk



The Objectives

- Total visibility of global cash
 - every cent, everywhere, everyday
- Full control over all bank accounts
- Manage counterparty risk



The Solution

- Integrated system, comprising
 - Comprehensive database – bank account DNA
 - Swift reporting of all accounts
 - Internal on-line web portal for all agencies
 - Workflows to standardize & automate processes
 - Advanced management reporting



GCCS – The Game-Changer



Project Partners

- Citi
 - bank account & daily balance feeds
- Computer SI
 - development of integrated database, on-line portal & workflows utilizing Hyland OnBase
- Genware
 - advanced reporting utilizing IBM Cognos



Benefits

- General
 - Completed project within 18 months
 - Full visibility & monitoring of all balances & bank accounts daily
 - Full control of cash in decentralized environment
 - Automated & paperless workflow processes
 - Enhanced cash & risk management
 - Prompt & efficient on-boarding of acquisitions
- Metrics
 - Annual savings of \$5.7m to date
 - Borrowings reduced by \$50m
 - 500 account closures to date - 250 more to follow by year-end
 - Non-core banks eliminated – 61 to date – 30 more to follow by Q1 2012

