

## Treasury Services for Governments, Global Financial Services Firm

### The problem

The economic downturn has affected the spending of governments across Europe. It is expected that Government spend will depress further in the short term at the very least and as a result governments need to rethink their current processes to become more efficient and effective. With this in mind, Ticon was commissioned by a major financial services organisation to answer the question, "Should a company with a successful treasury service in the UK Government extend to the EU, if so, where?"

### Our solution

A comprehensive assessment of the market opportunity for the introduction of an innovative payment programme, already functioning in the UK Government, was conducted in six EU territories.

Ticon provided a robust analysis on the viability of a new payments solution model for Governments by scrutinising three major indicators, the interplay between these and the complex ramifications in the current economic environment. Our multilingual consultants compiled individual analysis for each of the respective Governments, including: Detailed market sizing research; Government appetite for change and for improved payment solutions; and General market conditions.

After mapping the opportunities for each territory, a comparative analysis was conducted in order to highlight the short, medium and long term course of action envisaged for our client to capitalise on these opportunities in the relevant European Governments.

In addition, we used information from Ticon Foresight, a specialist database of tenders, suppliers and contracts across the UK and European Governments, to highlight where the payment solution could be used.

### The outcome

Our analysis identified where opportunities exist in European Governments for a new payment solution to be introduced. Our work has provided our client with the knowledge of where their service has the most chance of success, where it is most needed and to what degree their service is likely to be accepted by the respective Government and its clients. We also furnished our client with a plan of action to take advantage of these opportunities, and provided specific detail on where and how progress could be achieved, enabling the client to make informed decisions regarding their next step in introducing new payment programmes to European Governments.