



SUCCESS STORY

Rubix

After being acquired by new private equity owners (Advent International) in 2017, two large European brands (Brammer and IPH) merged to become RUBIX. Consequently, this led to an increased focus on cash flow and a need for reliable visibility over current and future liquidity. After initial requirements were identified, and a competitive selection process with two other vendors, RUBIX selected GTreasury Cash Forecasting as its cash reporting and liquidity forecasting software solution provider.

The RUBIX logo, consisting of the word 'RUBIX' in a bold, sans-serif font, with the 'R' and 'U' in white and the rest of the letters in black, set against a yellow background.

RUBIX

22 Countries
& 650+ locations

€2.3B
Turnover

8,000+
Employees





Challenges

After the merger, Rubix set up their new head office in London. With a wide range of responsibilities, a cornerstone requirement of the new process was that it would automate as much as possible and run highly efficiently, enabling the team to keep to tight reporting deadlines and maintain a keen focus on cash.

“With any growing company such as RUBIX, it is important to identify cash levels and cash needs across the group quickly,” said Paul Brighton, Head of Treasury at RUBIX.

Additionally, as RUBIX operates in a range of countries with a variety of different currencies, it was important that, as part of their cash management activities, head office could perform detailed FX exposure analysis quickly and easily.

Since its recent formation, RUBIX has been through a period of profound growth. Therefore, a solution capable of scaling to support RUBIX’s cash management activities, as to mirror their growth was also paramount.

Key Requirements Overview

Implement a solid 13-week forecasting process to provide rolling visibility over group-wide cash flow and funding needs

Gain group-wide bank account visibility, showing total liquidity position covering 350 bank accounts across over 30 banks

Output supports critical activities and therefore needs to be of high quality

Need to quickly produce reports and forecasts on an ongoing basis

Include all forecast contributors (50+ people) without increasing workload



Solution

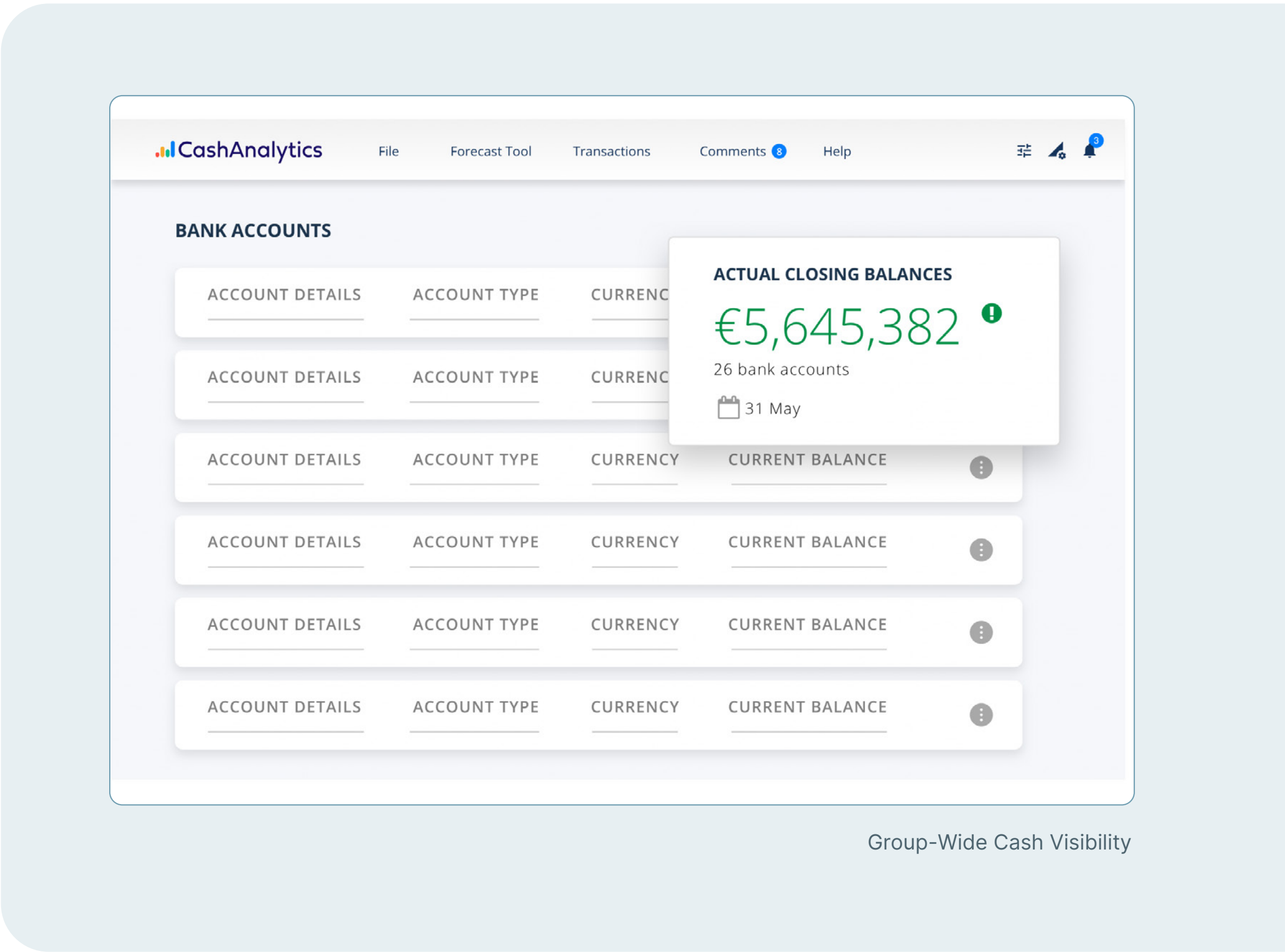
After an eight-week project which covered scoping and planning, set-up and training, GTreasury was rolled out at Rubix. This was further delivered with quickfire 30-minute web-based training sessions of users across different geographies, who were each provided with customised training and support.

Group-Wide Cash Visibility

Over 350 bank accounts across 30 banks were connected into the GTreasury dashboard, offering daily consolidated cash balances and other cash management KPIs.

Quick and Easy FX Exposure Analysis

As mapped out in the requirements at the outset, it was key that the head office be able to perform detailed FX exposure analysis quickly and easily. “The system is regularly used to report currency exposures and provides us with good FX detail for our entities,” Paul confirmed.





Benefits

Clear Benefits for Day-to-Day Activities

With different teams in business units in various locations, it is important that the head office has a clear understanding of how cash is trending across the group. “On a day-to-day basis, the system is used for Bank Reconciliation, Net Cash Flow Actual Trends and 13-Week Forecast Reporting,” noted Paul, “the view that we gain through GTreasury allows us to challenge our teams’ numbers across the Group.”

“GTreasury is of great importance to our company. It’s an effective yet simple solution that’s easy to use, with high quality support from the GTreasury team.”

Paul Brighton
Head of Treasury

Carefully Managed Roll-Out

With over 50 people across the business, involved in the project process, our Customer Success team were committed to minimising any disruption to day-to-day operations while, quickly delivering value to all stakeholders. “GTreasury is of great importance to our company. It’s an effective yet simple solution that’s easy to use, with high quality support from the GTreasury team,” adds Paul.

About GTreasury

GTreasury provides CFOs and Treasurers with **The Clarity to Act** on strategic financial decisions with the world’s most adaptable treasury platform, empowering them to face the challenges of today and tomorrow. Because each company faces different points of complexity and needs, our industry-leading solutions are purposefully designed, and amplified by GSmart AI, to support every stage of treasury complexity, from Liquidity Management and Cash Forecasting to Payments, Risk, and Netting.

With GTreasury, financial leaders gain comprehensive connectivity across all banks and ERPs to build an orchestrated data environment, enabling rapid value realization with implementations up and running in weeks. Plus, our unmatched industry expertise ensures your continued success through dedicated guidance and top-tier support.

Trusted by over 1,000 customers across 160 countries, GTreasury provides treasury and finance teams with the ability to connect, compile, and manage mission-critical data to optimize cash flows and capital structures. To learn more, visit GTreasury.com.

GTreasury is headquartered in **Chicago**, with locations serving EMEA (**London**, **Geneva** and **Dublin**) and APAC (**Sydney**, **Singapore** and **Manila**).

Contact

North America 847 847 3706

APAC
Sydney +61 29262 6969
Singapore +65 9612 2722
Manila +63 9778022 835

EMEA
London +44 203 787 4843
Dublin +353 1 524 0552
Geneva +41 22 311 13 83



 GTreasury.com
 ContactUs@GTreasury.com

