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# HSBC Corporate Insights

**Staying Afloat:  
External Forces Impacting Corporate  
Liquidity Management.**

CELENT

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## **Staying Afloat: External Forces Affecting Corporate Liquidity Management**

### **Synopsis Message:**

As the role of the corporate treasurer continues to evolve, there is increasing importance placed on effectively managing liquidity and safety in the face of challenging regulation and economic influences. Businesses of all sizes are expanding overseas operations and global commerce, making it more difficult for companies to gain visibility and ensure control across operational units. At the same time, treasurers are under increasing pressure to manage and deploy record cash holdings at a time when regulation is affecting bank capital structures and their approach to corporate deposits.

To explore this and other key industry issues, HSBC has partnered with Celent – a leading research and advisory firm specializing in Financial Services – to produce a series of reports. The third report in our series takes a deeper look into the changing liquidity management landscape and how today's corporate treasurers can prepare for the future. The research examines how increasing complexity and volatility is keeping liquidity management top of mind for corporate treasurers. The report also examines how external forces such as the regulatory environment, economic influence, industry initiatives and technology evolution will impact liquidity management strategy and tactics.

[Link to full document](#)

