AFP Case Study Form

## Treasury or FP&A

*Please indicate whether this is a treasury or FP&A case study.*

## Insight

*In one sentence below, please write the key insight that practitioners should take away from this case study.*

## Background

*Please fill in the requested information on the right-hand side of the table below.*

|  |  |
| --- | --- |
| Company Size* Medium: >$250M
* Large: >$1B
* Mega: >$30B
 |  |
| Industry |  |
| Geography (North America, Global, etc.) |  |

#### If FP&A …

*Please highlight one to two activities/tools from the* [*FP&A Maturity Model*](https://www.afponline.org/publications-data-tools/reports/guides/fpa/Detail/the-fp-a-maturity-model) *(listed below) that are primarily relevant to this case study. Please select one to two total, not from each skill area. Please skip this section if treasury.*

Finance and Business Acumen

* Plan/forecast development
* Management reporting
* Performance management
* Financial analysis

Technology and Data

* Modeling tool set
* Reporting
* Analytics
* Data planning

Personal and Team Effectiveness

* Business partnering
* Interpersonal and communication skills
* Organizational design
* Talent management
* Ethical conduct

#### If Treasury …

*Please highlight the topic(s) from the list below that are primarily relevant to this case study. Please skip this section if FP&A.*

* Liquidity management
* Cash management and forecasting
* Working capital management
* Risk management
* Capital markets and investments
* Payments strategy and execution
* Technology management
* Bank Relationship Management
* People Management
* Emerging Technologies

*Below, please provide any background information about the company (and if applicable, partners) that is relevant to understanding this case study.*

## Challenge

*Below, please describe, in detail, the work or difficulty that treasury or FP&A had to address in this case study.*

## *Approach*

*Below, please describe, in detail, the steps that treasury or FP&A took to address this challenge.*

## *Outcome*

*Below, please describe, in detail, the outcomes of treasury or FP&A’s efforts and any lessons learned from the process.*