



Outsourcing Trade documentation services

Alcatel-Lucent's Singapore operations faced a huge increase in the number of trade transactions it had to handle and decided to outsource the preparation and processing of their trade documents to Citi.



Anthony Thong,
Chief Financial Officer
Alcatel-Lucent,
Singapore and
Brunei Darussalam

Anthony Thong is Alcatel-Lucent's Singapore-based Chief Financial Officer, responsible for the Finance and Treasury function in Singapore and Brunei Darussalam. In 2007, he realized that, as a result of an internal corporate reorganization, the number of trade transactions that would be handled by the Singapore office was about to increase dramatically.

"Alcatel-Lucent had decided to centralize the administration of all its trade transactions for the Asia Pacific region in Singapore," he said. This meant that the volume of work involved with the preparation and processing of letters of credit and other documents would increase commensurately. At the same time, the company was seeking to keep a lid on its headcount and limit the growth in costs.

In order to ensure that its office could handle the increased workflow, improve control over cashflow, and reduce Days Sales Outstanding (DSO), Alcatel-Lucent turned to Citi for a comprehensive outsourcing solution encompassing the preparation and processing of documents relating to their trade transactions.

Alcatel-Lucent sought a customized end-to-end solution for its export letters of credit whereby the service provider would take over all the activities related to verifying export letters of credit, document preparation, coordination with logistics and third party providers, collection of sales proceeds and risk management. Alcatel-Lucent will benefit from expert handling of the letter of credit processes while streamlining operational procedures.

One of the primary criteria for selection of the service provider was the provider's operational capabilities and expertise. Anthony and his team were impressed with the size and efficiency of Citi's Regional Trade Processing Center based in Penang, Malaysia. He could see that the Citi team was familiar with the procedure of ensuring a seamless flow of documents

from one department to another. They responded very quickly and understood the overall objectives of Alcatel-Lucent.

In the end, Alcatel-Lucent chose Citi because Anthony and his team found Citi and their platforms easy to work with. The end-to-end trade documents outsourcing solution enables Alcatel-Lucent to keep track of all their letters of credit, streamlines their export document management process, and consolidates the information they need. Notes Anthony, "We have been very pleased with the commitment that Citi has shown."

Industry-leading Trade Outsourcing Solutions

With the growing trend of companies to improve operational efficiency and capitalize on electronic interfaces, major exporters in the Asia Pacific region are looking to streamline processes and outsource non-core functions relating to trade processing. They're also looking to centralize their export management processes to a single location to create 'centers of excellence'.

Increasingly, companies are turning to Citi for an end-to-end solution. Citi's Trade Outsourcing Solutions for Corporates provides exporters in Asia complete and tailored solutions covering document preparation, checking, processing, and collections, using the bank's extensive global network in more than 100 countries — delivering improved cycle time and faster collections. With Citi's industry-leading solutions, exporters can present a clean set of documents earlier, and receive funds sooner.

With more than a century of experience companies can feel confident that Citi fully understands the unique needs of our clients. From issuing a simple letter of credit to more complex outsourcing solutions — Citi offers the security, trust and guidance you expect from an industry leader. What's more, Citi provides the integrated trade solutions you need to expand your cross-border trade business while achieving process and cost-efficiencies.

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