



## Case study

# Aramex

## Embarking on new purchasing card solution leads to the start of a successful relationship

Aramex is a leading provider in the international express, mail delivery and logistics services industry. Headquartered in the United Arab Emirates, it employs more than 13,000 people in over 354 locations across 60 countries.

### Challenge

As an international logistics company, Aramex has significant cross-border flows and pays high volumes of customs fees on behalf its customers. The company embarked on a wide-ranging review of its treasury activities with the goal of increasing efficiency, lowering costs, improving visibility and control, and enhancing its working capital. As part of this review, Aramex assessed its use of various payment methods, including those used for making customs payments.

In the United Arab Emirates, Aramex was already a pioneer in using purchasing cards from an international bank to pay its customs fees – many domestic companies continue to use cash and cheques as payment methods. However, Citi proactively approached Aramex and learned that it was looking to improve the efficiency and functionality of its purchasing card program and potentially gain additional value-added purchasing card benefits. High-quality service and adequate spending limits were also key priorities for Aramex.

### Solution

Based on the initial pitch of Citi's Purchasing Card offering, Aramex agreed to transition a quarter of its monthly spend to UAE customs to Citi from an existing competing bank.

Citi's broader commitment to bringing its whole network, matching Aramex's footprint and offering relevant solutions in other geographies where Aramex was finding it challenging to gain control and visibility of their accounts were crucial in building this trusted advisor and partner relationship. Citi continued to advise and support Aramex in its initiatives to centralize liquidity and payments and offered globally consistent and standard solutions in the UAE and globally, which was important to Citi winning the mandate.

Citi was able to demonstrate its superior commercial card capabilities, including its Virtual Card Account solution, the first of its type to launch in the Middle East with advanced technology and online capabilities. Aramex appreciated the comprehensive reporting functionalities, robust security and controls, and the extensive flexibility of Citi's Commercial Cards solutions.

In addition, Aramex's desire for high-quality service was met by the appointment of a dedicated relationship manager to ensure rapid response times for queries; Citi has also provided comprehensive system training for Aramex employees. In order to win the remaining three-quarters of Aramex's UAE card spend volumes, Citi worked with Aramex to come up with an extended payment term offering, giving Aramex a significant working capital benefit.

## Result

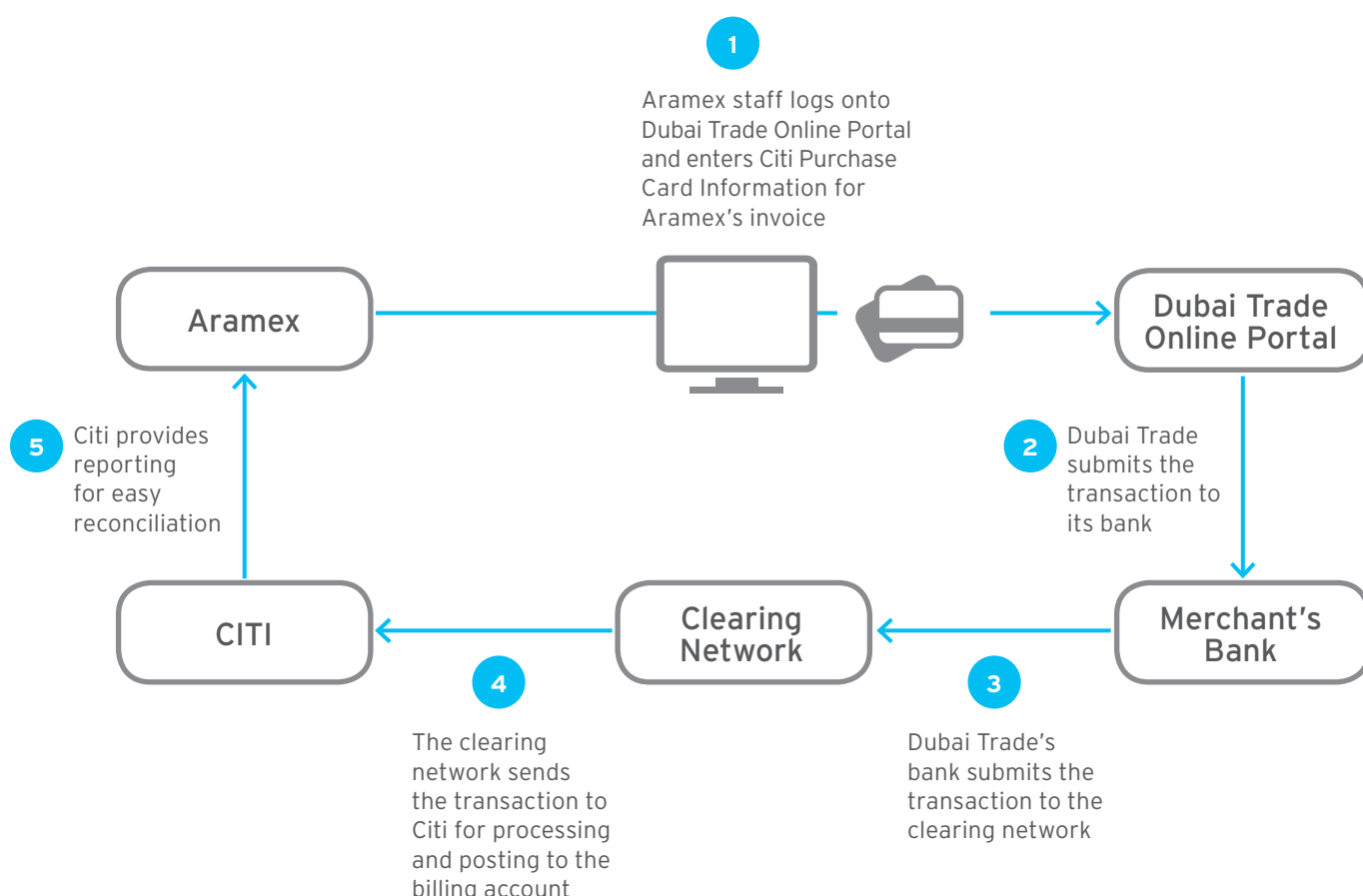
Aramex and Citi have established a solid advisory-based relationship where Aramex feels comfortable to bring its challenges to Citi and knows that the bank's resources will be put to work to find effective solutions. For example, Citi has helped Aramex streamline its bank account structure in many countries around the world – linking all accounts globally to CitiDirect Online Banking – and also supporting the move to SWIFTNet connectivity.

The holistic approach that Citi takes to Aramex's challenges across cash management and trade – backed up by a

willingness to effect mutually beneficial solutions – has been critical to the bank gaining additional Purchasing Card volumes in the UAE.

Citi is now Aramex's leading Purchasing Card provider in the UAE for its custom-related payments. Aramex has mandated Citi to extend the commercial card offerings in countries with matching footprints, where Citi has a local currency card and customs in that country accepts card as a payment method.

## Process flow



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