



## **MyTreasury adds new instruments; reaches into US market**

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Development of ICAP's MyTreasury money market platform is switching to new instruments and new territories. With chief executive of MyTreasury, Justin Meadows, stating that all offshore institutional funds are now on board, the platform is looking to reach further and wider into the corporate treasury space and 'disrupt' the existing market. Meadows claims his business has already forced a complete overhaul of pricing in the portal industry and now he wants to take changes further afield.

The platform currently boasts a roster of just over 250 corporate treasury clients, including some 40 actively trading local authorities, keen to exploit the distributed risk of MMFs. Total assets managed stand at £18 billion, with trading volumes of around 100 per day, worth about £1.5 billion.

Rounding up the set of major funds are the recent additions of HSBC and JPMorgan. Meadows explains that the platform also offers a selection of one-off funds and share classes that have been requested by particular investors. This, he says, marks a major difference between MyTreasury and the competition, with his platform able to separate specific investment opportunities, exposing them only to the relevant client. He comments that this has been a technological issue with some of the other platforms which have not been able to do that. This attribute has a notable benefit where exposure of funds through a portal to countries where that fund is not registered presents a genuine concern for banks. 'Increasingly the funds are worried that they will get into trouble with local regulators,' says Meadows. 'It's part of the general paranoia that grows by the week.' The team has been focusing on offshore MMFs since the start but has now implemented the technology and completed the legal agreements to enter the onshore space. In this capacity it will be launching in the US in November. 'We have a target of 19 funds to bring on board,' says Meadows. 'Between them they cover 92 per cent of all institutional assets in funds in US.' Fifteen of these, he says, are already signed up for offshore.

But, says Meadows, 'we also want to get greater breadth of participation. Depth of liquidity is the target.' Additional asset classes are therefore planned, with coverage of the term deposit and primary certificate of deposit (CD) markets likely to be delivered in January next year. Resale CDs may follow.

As far as external competition in the market is concerned, currently MyTreasury's main opposition are ICD and Sungard STN, although other players such as Citibank and BNY Mellon do occasionally stray onto the corporate patch. 'Delivering the new instrument coverage will bring us another set of competitors,' Meadows notes. In the deposits arena, he sees TradeWeb and 360T as the main threats with the latter being cited by Meadows as 'our major competitor for corporates'.

Delivery of new functions will not change the existing look and feel of the platform. The facility for users to customise the screen will also remain, allowing corporates to set favoured banks for indicative prices and RFQs (request for quote) but to add reference banks too. The plan, says Meadows, is to eventually offer live streamed tradeable prices. None of the platform suppliers offer this service at the moment, he notes. People were doing it, but when times got tough they stopped. 'The banks wanted to look at everything and consider what their response should be.

Perceptions are changing. We're working towards that.' The treasurer's upgraded experience of MyTreasury does not end here. 'We have made the chat facility on the platform a lot more sophisticated,' says Meadows. Treasurers can now put out an RFQ, get the responses and use the online secure chat facility so bank and treasurer can 'work that trade up' into the best possible deal, the trade itself being captured from the on-screen chat. Extending the possibilities of this tool has already been discussed. According to Meadows, one potential (off the record) client is 'really keen on the idea of having this completely on a mobile basis'. MyTreasury, he says, will be looking at such an offering, although delivery to the first Blackberry or iPad screen is 'at least 18 months away'.

With mid- to long-term plans underway, the firm has taken on a new deposits specialist in recent weeks, with plans to find equivalent expertise for the other instruments as they are rolled out. The ICAP paymaster, notes Meadows, has 'put its money where its mouth is' and has already signed off future developments for the platform. ICAP has also firmly rebuffed at least two tentative approaches to buy the MyTreasury platform. 'The edict came down from on high: there are no circumstances under which MyTreasury is for sale, at any price,' confirms Meadows. A request to white-label to another provider has similarly been declined. However, acquisition by ICAP of another player remains a possibility if there are obvious benefits. 'There's room in the market for at least two of us,' he explains. Which two remains to be seen.