

**Context:** B2B treasury automation platform targeting finance teams buried in manual forecasting and limited cash visibility.

**Role:** Copywriter - developed a blog designed for inbound conversion.

**Brief:** Engage overworked treasurers by turning a complex, technical (and often dry) problem into a relatable, human story. Educate on the ROI of automation while making treasury content feel genuinely accessible.

## **Buried Treasury: Why 68% of Companies Are Sitting on Hidden Financial Potential**

*Over two-thirds of treasury teams are running below capacity, and it's not their fault (entirely)...*

The only sound in the room comes from the faint hum of your laptop and the rhythmic patter of your keyboard. The glare from your screen now illuminates half your face where the sun did before. It's now 7 pm. Everyone else has gone home. But you're still here, chasing down an elusive CAMT.053 file. Still trying to manually piece together a shaky forecast for the CFO update - one that will likely be outdated before it's delivered.

Maybe this time it began with a faulty spreadsheet link or miscommunication with one of your regional offices. Whatever it was that kick-started this detour through administrative purgatory, you're now wading through tabs and copy-pasting your fingers to the bone when you should be eating dinner.

It's not that you're doing anything wrong. You're just working with what you inherited. Here's the truth, though - [68% of treasury teams are operating significantly shy of their actual potential](#). Not because they're short on talent or discipline, but because their tools and processes hold the rest hostage. In fact, nearly 40% of treasurers admit that limited resources are holding them back from trying out new tech that could actually make their lives easier.

If you feel like you have to "just make do", you don't. Nor do you need to overhaul your entire infrastructure; you just need to connect the dots - intelligently. That's where Palm comes in. Built by treasurers, for treasurers, Palm understands your plight. That's why we give you real-time cash visibility and forecasting that lets you do what you do best: answer questions before they're even asked.

But before we look at the fix, we have to understand what's really broken.

### **How Manual Processes Keep Treasury Buried**

## **Time: An Already Scarce Resource**

You log off, close your laptop and recline, yet more slump, in your chair. You can't seem to escape the nagging thought that you could've done more, even though you barely looked up from your screen all day.

Consider your average week. How much of it does your team spend gathering data as opposed to acting on it? The reality is sobering: Most treasury teams spend 70% of their time gathering data, and only 30% acting on it. That's seven out of every ten hours of your time turned to vapour with tasks that you could automate.

Manual reconciliations and reporting, portal-hopping and fragmented banking information equals a whole lot of spinning plates. And whilst you might be confident in landing an audition with Cirque Du Soleil, your CFO calls are a different story, despite [the average treasurer spending 8-15 hours per week on manual forecasting tasks alone](#). Two whole days. Gone. You could've spent them on strategic planning and risk management - instead, you spent them adjusting forecast logic and building a caffeine addiction. They say that time heals all wounds. Not in treasury, it doesn't - it just opens new ones.

## **Opportunity: You Need to See It to Seize It**

No one's saying that you need a crystal ball or to hang bead curtains in your office.

But without real-time visibility, you're no longer influencing the big decisions, but having to watch your hand being forced instead of played strategically. Should interest rates hike, or FX turns volatile, you might have the data somewhere, but it's not fast or clean enough to help you pivot in time. You end up frozen in the headlights, no choice but to take the hit.

When your cash position is unclear, you find yourself playing defence, taking unnecessary precautions and adopting a 'better safe than short' mindset. You end up holding more cash than you need. Cash that could've been used to reduce debt, earn yield, and even fund growth initiatives.

But before you mourn your losses, I ask you to postpone the funeral processions - because there's a smarter way. One that doesn't require eight logins.

## **Unearthing Your Treasury Trove with Palm**

Envision starting your day instilled with the kind of confidence that only comes with knowing where every pound, down to the penny, sits across every account and entity. Imagine delivering forecasts before your CFO even has time to ask, "Where are we, and can we move?". Clean, confident reporting is great, but more than that, we make it fast enough to matter. Forget reacting to risk; you'll far outpace it.

Your team is no longer finding themselves in perpetual fight-or-flight, moving their attention but never the needle. Picture spotting cash flow opportunities two weeks ahead, not two days behind. This is a world that exists when treasury operations run at full capacity as opposed to having to run uphill. And here's how Palm makes it possible:

**See everything, everywhere. All at once:** Get a bird's eye view of all your accounts across all of your banks, currencies, and subsidiaries, updated daily. No more scrambling - you're not an egg.

**Forecasts you can actually trust.**

Eradicate the guesswork. Palm's AI forecasts your cash position better than manual models 75% of the time. No chance for human error; because when things go awry, no one blames the tools. They blame you.

**Go live in weeks, not next quarter.**

Big-name treasury systems take months (and meetings) to implement. Palm doesn't. You can get started fast and start seeing real impact while the rest write up requirements docs.

**Move money without maps.**

Managing global cash and liquidity shouldn't feel like a circus act. Palm handles that logic in the background so your team can act quickly, safely, and with full confidence.

**No more duct tape and upkeep:** Gurjit puts it best when he said that traditional systems require "tons of workarounds and costly customisation." Palm is built to adapt to your evolving business without upkeep. Less time on tedious technical maintenance, more time doing your actual job.

We don't promise magic or tell you to rip out your existing stack by the handful. We don't just rebuild your treasury; we help you finally unearth it. Because Palm has been there. As a former treasurer at Uber, Co-founder Gurjit felt the same frustrations, grappled with the same mounting stress and lived in the same trepidation of forecast calls. And, together with Christian, they decided to do something about it.

Because no one chooses treasury to play spreadsheet investigator, and you certainly didn't dream of it as a child. Worst of all? You've invested in a TMS, but your team has been lured back into an unhealthy, destructive relationship with your ex-flame in Excel. Because it's easier. Because that TMS was built during a simpler time with fewer banking relationships and less regulatory complexity. Whilst great at processing and storing data, it can't adapt to your daily operations. So, when your team finally gets a system that can automate the grunt work, things change. And they change fast.

Ready to recoup that lost time and opportunity? Escape Exc(H)ell and book a Palm demo today to see what happens when your treasury is capable of when you operate at full capacity.