

# Zoomerang Survey Results

2008 Middle Market Survey

Response Status: Completes

Filter: No filter applied

Jan 29, 2008 10:53 AM PST

<b>1. Please indicate your single biggest challenge today:</b>	
Meeting expectations of credit rating agencies and/or institutional investors.	4%
Complying with regulatory requirements.	8%
Obtaining funding.	10%
Getting an accurate, real-time picture of the financial health of your company.	16%
Handling work volume with limited resources.	36%
Figuring out effective investments for your cash assets.	6%
Dealing with volatile energy markets.	4%
Expanding overseas and dealing with global complexities.	5%
Dealing with increasingly complicated risk management.	11%
<b>Total</b>	<b>100%</b>

<b>2. Name your No. 1 concern:</b>	
A slowdown in the U.S. economy	46%
Availability of credit	8%
The health of the U.S. retirement system	3%
Increases in healthcare costs in the U.S.	5%
Oil prices	6%
Interest rates	3%
The declining dollar	4%
Workers compensation costs	1%
Directors' and officers' insurance costs	0%
The size of the U.S. federal deficit	3%
Ability to attract skilled workers	10%
Terrorism	2%
Global warming	1%
Further repercussions from the subprime credit crisis	9%
<b>Total</b>	<b>100%</b>

### 3. How many banks do you do business with?

One	12%
Two	27%
Three	25%
Four	11%
Five	4%
More than five	22%
<b>Total</b>	<b>100%</b>

### 4. Which bank do you consider most eager to do business with middle market companies?

ABN Amro	2%
Allfirst	1%
AmSouth	1%
Bank of America	21%
Bank of New York Mellon	1%
Barclays Global Investors	0%
BB&T	1%
Citibank	4%
Comerica	3%
Deutsche Bank	1%
Fifth Third	6%
Harris/Bank of Montreal	2%
HSBC	3%
Huntington	1%
JP Morgan Chase	12%
KeyBank	4%
National City	3%
Northern Trust	0%
PNC	4%
Royal Bank of Canada	1%
Royal Bank of Scotland	4%
Scotia Bank	0%
Societe Generale	0%
Standard Chartered	0%
SunTrust	4%
Union Bank of California	1%
Wachovia	8%
Washington Mutual	0%
Wells Fargo	13%
Zions	1%
<b>Total</b>	<b>100%</b>

#### 5. Which bank do you consider most eager to provide credit to middle market companies?

ABN Amro	1%
Allfirst	1%
AmSouth	1%
Bank of America	20%
Bank of New York Mellon	1%
Barclays Global Investors	0%
BB&T	1%
Citibank	4%
Comerica	2%
Deutsche Bank	2%
Fifth Third	5%
Harris/Bank of Montreal	1%
HSBC	3%
Huntington	0%
JP Morgan Chase	17%
KeyBank	2%
National City	3%
Northern Trust	1%
PNC	3%
Royal Bank of Canada	1%
Royal Bank of Scotland	4%
Scotia Bank	0%
Societe Generale	1%
Standard Chartered	0%
SunTrust	4%
Union Bank of California	1%
Wachovia	9%
Washington Mutual	0%
Wells Fargo	11%
Zions Bank	2%
<b>Total</b>	<b>100%</b>

#### 6. What are the TWO most important qualities that you look for when selecting a cash management bank?

Ability to obtain credit	21%
Price of cash management services	29%
Industry leadership and reputation	6%
The quality of customer service	26%
Cash management specialist capabilities	14%
Global capabilities	13%
The quality of operations	21%
The bank's commitment to the relationship	36%
The quality of the bank's Internet offering	13%

Advisory and consulting capabilities	3%
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**7. Do you outsource any treasury functions?**

Yes	11%
Yes, for the first time in the past twelve months	2%
No, but we are considering the idea	9%
No	78%
<b>Total</b>	<b>100%</b>

**8. Does your company currently employ ACH or other check conversion strategies?**

Yes	59%
Yes, for the first time in the past twelve months	7%
No, but we are considering the idea	12%
No	22%
<b>Total</b>	<b>100%</b>

**9. Are either your accounts payable or receivable processes automated?**

Yes, both	30%
Yes, just A/P	10%
Yes, just A/R	11%
Neither	49%
<b>Total</b>	<b>100%</b>

**10. Do you use a treasury workstation?**

Yes	22%
No	78%
<b>Total</b>	<b>100%</b>

**11. Do you use an ERP system?**

Yes	43%
No	57%
<b>Total</b>	<b>100%</b>

**12. Does your company have a separate position for Treasurer?**

Yes	40%
No	60%
<b>Total</b>	<b>100%</b>

**13. Does your company have a separate position for Controller?**

Yes	82%
No	18%
<b>Total</b>	<b>100%</b>

**14. Does your company plan to increase, reduce or make no changes to the size of its finance staff in the NEXT 12 months?**

Increase	31%
Reduce	7%
Make no changes	62%
<b>Total</b>	<b>100%</b>

**15. Do you expect your capital spending in finance to increase, decrease or remain the same during the NEXT 12 months?**

Increase	34%
Decrease	11%
Remain the same	55%
<b>Total</b>	<b>100%</b>

**16. Is your company required to comply with Sarbanes-Oxley?**

Yes	32%
No	68%
<b>Total</b>	<b>100%</b>

**17. Who is in charge of risk management at your company?**

CFO	48%
Treasurer/Assistant treasurer	15%
Risk manager	11%
Chief Risk officer	6%
Enterprise risk manager	1%
Compliance officer	2%
COO	1%
CIO	1%
Other	14%
<b>Total</b>	<b>100%</b>

**18. What grade would you give your company's enterprise risk management (ERM) effort?**

A	10%
B	37%
C	24%
D	3%
F	0%
We don't have an ERM program	25%
<b>Total</b>	<b>100%</b>

**19. How has the new emphasis on control and compliance changed the way your treasury/finance department operates? CHECK ALL THAT APPLY.**

Prompted a revaluation in technology	35%
Fostered more focus on data	51%
Required more education in internal policies	57%
Prompted more contact with vendors about possible outsourcing	7%
Prompted the elimination of outsourcing	2%
Required a more conservative growth strategy	10%

Prompted more automation of processes	46%
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**20. In which of the following countries do you plan overseas expansion?:**

Brazil	11%
Russia	6%
India	13%
China	22%
We plan no expansions	28%
My company does nothing in any of these countries	49%

**21. How extensive is your exposure to foreign exchange risk?**

Substantial	9%
Material, but not substantial	17%
Not material	38%
None	36%
<b>Total</b>	<b>100%</b>

**22. Do you hedge? CHECK ALL THAT APPLY**

Foreign Exchange	37%
Commodities	20%
Interest Rates	60%
Other	16%

**23. Does your company have a defined benefit (DB) plan?**

Yes	34%
No	66%
<b>Total</b>	<b>100%</b>

**24. If your company has a DB plan, is it still admitting new employees to the plan?**

Yes	44%
No	56%
<b>Total</b>	<b>100%</b>

**25. Does your company have a defined contribution (DC) plan?**

Yes	82%
No	18%
<b>Total</b>	<b>100%</b>

**26. Does your company have automatic enrollment into your DC plan for new employees?**

Yes	42%
No	46%
Planning to implement in the next 12 months	11%
<b>Total</b>	<b>100%</b>

**27. For the most recent fiscal year end, were your company's annual revenues**

Less than \$99.9 million	28%
More than \$100 million but less than \$250 million	26%
More than \$250 million but less than \$500 million	21%
More than \$500 million but less than \$750 million	11%
More than \$750 million but less than \$1 billion	8%
More than \$1 billion but less than \$2 billion	3%
More than \$2 billion	3%
<b>Total</b>	<b>100%</b>

**28. Is your company public?**

Yes	26%
No	74%

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**Total**

100%

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