Client case study

Clearstream and Citi: Market Intelligence and Resilience in the Asset Protection Landscape

About Clearstream

Clearstream is a leading European supplier of post-trading services. The wholly owned subsidiary of Deutsche Börse is responsible for the delivery of cash and securities between trading parties. It also manages, safekeeps and administers the securities that it holds on behalf of its clients.*

Clearstream maintains relationships with clients in over 110 countries. Its global network extends across 59 domestic markets.*

Client objectives

- Prioritize asset protection
- Enhance client satisfaction
- Maintain competitive advantage
- Adapt to changing market demands and evolving regulations

Business challenge

Clearstream faced several challenges:

- **Navigating Complex Regulatory Requirements:** Evolving regulations, such as the T+1 implementation in the US and the upcoming USD clearing obligations mandated by the Securities Exchange Commission (SEC), presented significant operational and compliance hurdles.

- **Maintaining Growth in a Dynamic Market:** Clearstream Banking sought to sustain its growth trajectory, particularly in the competitive US market, while ensuring high standards of asset protection and client service.

- **Adapting to Technological Advancements:** The need to integrate new technologies and adapt existing infrastructure to meet evolving market demands and regulatory requirements posed a continuous challenge.

"By combining Citi's knowledge, experience and resources with Clearstream's strategic vision and client-centric focus, the two institutions have achieved remarkable results. A valuable example for other financial institutions seeking to thrive in an ever-changing global landscape."

Serge Christ
Global Market Head Network Management Americas, CEE, CIS, Russia, Central Asia
Clearstream

*Source: https://www.clearstream.com/clearstream-en/about-clearstream/who-we-are

Why Clearstream chose Citi

Citi provided Clearstream Banking with a comprehensive suite of solutions and a collaborative approach to address these challenges:

- **Strategic Collaboration and Open Communication:** Citi fostered a strategic relationship built on open communication, mutual support, and a shared understanding of market dynamics. This collaborative environment allowed for proactive problem-solving and the development of tailored solutions.
- **Extensive Experience in Regulatory Compliance:** Citi leveraged its knowledge in regulatory compliance to help guide Clearstream through complex requirements, such as a seamless T+1 implementation and USD clearing obligations. Citi provided solutions and support to help keep up to date with evolving - regulations.
- **Client-Centric Focus:** Citi adopted a client-centric approach, prioritizing asset protection and providing a high- level of service to Clearstream's clients. This commitment to client satisfaction guided all collaborative efforts.

Results

The collaborative relationship between Citi and Clearstream has yielded significant results:

- **Sustained Growth:** Citi's support and service model helped Clearstream with growth in the US market, particularly in assets under custody over the past years.
- **Navigate the Regulatory Landscape:** Citi's knowledge and solutions helped Clearstream Banking navigate complex regulatory requirements, such as the T+1 implementation and USD clearing obligations.
- **Client Satisfaction:** By prioritizing asset protection and providing quality service, Citi helped Clearstream strengthen its client relationships and enhance overall client satisfaction.
- **Ongoing Innovation:** The collaborative relationship fostered a culture of continuous innovation, facilitating Clearstream to adapt to evolving market demands and maintain its competitive edge.

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