

Facts about the Surveys & Definitions

		All	Large
Organisation	Interviews with Cash Manager, Treasurer & CFO Minimum turnover 2010, EUR billion	277 0,5	129 1,5
Response Rate	82 per cent		
Method	Telephone interviews by TNS SIFO Prospera's interviewers		
Time Period	February 7th - April 8th, 2011		
Overall Performance	Weighted average of 22 criteria covering the banks' sales' and support's performance, geographical regions, services/products and price/supply. The scale used is 1-5, 5 represents the highest score. Each criterion is weighted by its importance.		
	In all 9 Nordic and 13 international banks are covered by the survey. However, banks which less than 7-8 of the interviewees have an opinion of are excluded.		
	Banks with an equal overall performance score are on the top list placed in order according to their market penetration. Asterisk * marks tied ranks.		
Rank Market Penetration	Market penetration is measured by the percentage of organisations mentioning a certain bank as a supplier of cash management services 2010.		

Overall Performance - Top List

All Organisations	Rank	Mean value	Rank Market Penetration
Industry mean value 3,56	1	3,83 SEB	3
	2	3,82 DnB NOR	5
	*3	3,78 Nordea	1
	*3	3,78 Danske Bank	2
	5	3,62 Citigroup	*7
Large			
Industry mean value 3,56	1	3,92 SEB	2
	2	3,78 Nordea	1
	3	3,77 Danske Bank	3
	4	3,76 DnB NOR	7
	5	3,65 Citigroup	*5