

# commercial cards government services news

FALL 2001

## Citibank and 800 Program Managers get a **Fresh Perspective** in Miami

**The Third Annual GSA SmartPay Conference, held the week of August 13, 2001 in Miami Beach at the Fontainebleau Hotel, set the stage for Citibank to provide a fresh perspective on ways to manage successful travel, purchase and fleet card programs.**

Last year, participation at the conference focused on program development and electronic commerce. This year, Citibank delivered a series of hands-on training sessions that was designed to help A/OPCs see the benefits of product enhancements and gain valuable information that will assist in managing effective card programs.

### Focus on Training

This training conference attracted a total of 2,470 attendees of whom approximately 800 were A/OPCs with a Citibank program. Citibank's valued participants had the opportunity to choose from 29 presentations and hands-on training sessions of varied programs. The presentations included Best Practices and Customer Roundtables where Citibank and Program A/OPC Managers hosted discussions on the Purchase Card and Travel Card. The roundtable discussions were well attended and received high marks in

the post-conference evaluations. Many customers remarked that the roundtables "could be even longer." That change is one "we will gladly make next year", according to Tara Hays, the Director of Business Development for Citibank Commercial Cards, Government Services. The Citibank Government Services team is committed to empowering your business for success. The Citibank product training sessions allowed Citibank to give customers new and innovative tools to manage their card programs. An A/OPC who attended the sessions said that she "enjoyed the expanded hands-on training sessions and seeing the enhancements in the reporting capabilities for on-line program management of the CitiExpert<sup>SM</sup> system" (also known as the CitiDirect<sup>®</sup> system).

### A "Welcome" Decision

Citibank's decision to create a Customer Welcome Center instead of taking booth space in the exhibit hall proved another successful innovation. Attendees said Citibank had created "the best way to network with customers."  
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A member of citigroup

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## A message from Tara Hays

The end of the year 2001 is fast approaching and it seems like a good time to reflect on the successes and major milestones of the past twelve months.

- This year we completed all of the 26 reports required under the GSA SmartPay contract. Those reports are available via the CitiExpert<sup>SM</sup> system (also known as the CitiDirect<sup>®</sup> system).
- The enhanced Citibank statement format arrived in March 2001 and has been most appreciated by our agency customers. The 19 modifications were based on feedback from a customer focus group as well as the TAG group.
- Usage of CitiDirect continues to grow as agencies roll out to additional sites. There are now 74 agencies using the card management and reporting system and 25,000 users. CitiDirect averages 9 million hits per month and growing!
- Core allocation was released to all customers this year and several agencies are in the process of implementing this feature (Department of Labor, OCC, US Mint and Smithsonian). We are very excited about several of these features which allow our customers to feed information to their accounting systems, saving time and money!
- The TAG group has been very involved in helping Citibank deliver the features and functionality that you need. The TAG meets monthly providing direction for development, setting priorities, reviewing product specifications and release schedules, assisting us with testing and approving the final product. Kudos to our TAG group for insuring that we develop critical enhancements that fit the bill.
- All 261 agency and organizations have renewed their task orders with Citibank. We appreciate your business and thank you for your continued commitment.

For 2002, our key objectives are:

- Retain all agency card programs by continuing to provide good service and building upon strong client relationships
- To be responsive to any special needs that arise due to the government's current efforts to combat terrorist activities
- Continue to develop our system capabilities to meet the unique and changing needs of government
- Introduce new products and services to enhance your card programs, to aid in processing efficiencies, and to support your business procurement objectives
- Continue to identify "best practices" with our agencies and corporations for the benefit of all government customers
- Reduce paper in all areas (i.e., invoices, reports, payments, etc.)
- Assist you in reducing or maintaining low delinquency rates

Citibank is proud to be your service provider and we wish you continued success in 2002. We look forward to facing the unique challenges of the federal government with you in this ever-changing world.

With best regards,

Tara Hays, Director Business Development  
Government Cards Services

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All work and no play wasn't the name of the game! Keeping with tradition, Citibank hosted a party where customers and other attendees gathered at the "Moon Over Miami" party in the legendary Eden Roc hotel. Several thousand, conference attendees participated, enjoying the "50s glamour" with the music and the ambiance of that old TV star era.

### Looking Ahead

Next year in 2002, San Francisco, CA is the predetermined place for the GSA SmartPay Conference. Citibank plans to deliver more customer roundtables and even more hands-on training sessions. We are once again looking forward to seeing you – our valued customers. ■

## The \$2,500 Question!

**Can you or can't you use the Visa Purchase card for purchases exceeding \$2,500? This seems to be the question many government agencies have been asking of late.**

Indeed, the Visa Purchase card can be used for purchases both large and small. However, there is a misperception among government agencies that it cannot be used for purchases exceeding \$2,500. This simply is not the case.

In an effort to set the record straight, *The Visa Exchange* recently spoke with Bruce Sullivan, Director of the Department of Defense Purchase Card Program. The Defense Department's purchase card program has over 250,000 participants and has total annual purchases in excess of \$5.5 billion. In the January issue of *The Visa Exchange*, Mr. Sullivan discusses how the Defense Department utilizes the Visa Purchase card for many of its larger purchases, including major office equipment.

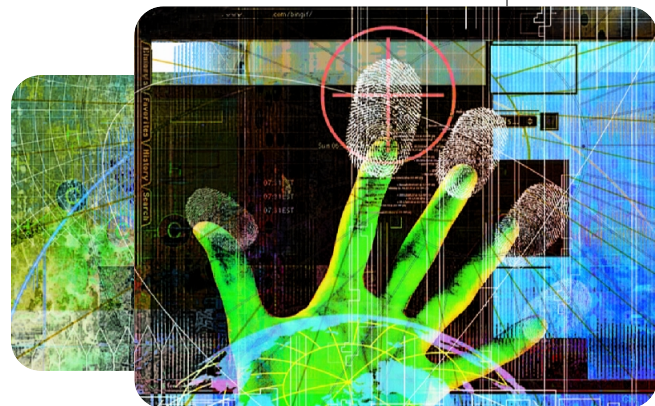
For more information on Visa's SmartPay Solutions Program or if you would like to receive *The Visa Exchange*, please contact your Citibank Business or Client Development Manager. ■

# The MasterCard **Enhanced** Merchant Data Reporting System:

AN ONLINE REPORTING APPLICATION TO EASILY, ACCURATELY  
TRACK YOUR AGENCY'S SPENDING

**How much money is your organization spending with small, minority- and women-owned businesses?**

With the MasterCard Enhanced Merchant Data Reporting System, (EMR) government agencies can get detailed data on their purchasing card transactions 24 hours a day, seven days a week. This Web-based, state of the art reporting system provides critical information about spending breakdowns among small, minority- and women-owned businesses as well as a host of other important data that can help you do your job more efficiently.



The MasterCard Enhanced Merchant Data Reporting System holds data from over 3 million merchants that is consolidated by purchasing organization, and supports three levels of hierarchy for the company or agency (e.g., agency, division, and department). The data provided by EMR provides your agency with the most complete, accessible merchant view available in the market today. Importantly, the data is in compliance with recently established GSA guidelines for annual socio-economic reporting, which require detailed information about:

- Database completeness: EMR will provide a breakdown of both the total number of merchants that do business with the

government and the percentage of those merchants for which socio-economic information is available.

- Data sources: EMR will help cardholders identify the source of the data for each classification of merchant (e.g., self-certified, third party certified or other third party)
- Government Wide, Department of Defense and Civilian Statistics: EMR will enable cardholders to identify for each transaction,

the number of transactions, transactions as a percentage of all classifications, total dollars, dollars as a percentage of all classifications, merchants and number of merchants as a percentage of all classifications.

Cardholders can access EMR data through MasterCard OnLine, our secure Internet server, and data can be delivered in a variety of formats

electronically to the desktop. Cardholders can request preformatted or customized reports, in addition to one of the many data files available for easy manipulation.

Now your agency can pinpoint not only where its money is being spent but also how – whether for office supplies or vendor services. Moreover, you can track and get credit for supplier spending with specific supplier groups or other program goals.

To learn more about the MasterCard Enhanced Merchant Data Reporting System or to find a tailored solution that fits your needs, please contact your Citibank Client Development Manager. ■

## TechView

### TRAINING! TRAINING! TRAINING!

Did you know that your Citibank team has a dedicated training environment just to serve you better? This new environment will be updated with the latest release of the software weeks prior to it going into production. This means that your Citibank Team will be able to “tell and show” the new features and functions ahead of time so that you’re not left wondering what’s new. This will help in your training efforts and you’ll also have time to think about how you will enable the latest functionality in your corporate or government environment. Working with your Citibank Team (Client Account Manager or Solutions Engineer), you will be able to plan for these upcoming enhancements. This is a feature that you’ve asked for, and we listened!

**Extra...Extra...New Releases!** December is shaping up to be a busy month for both our government and corporate clients. We will be installing a new corporate release on December 10, 2001, and a new government release on December 17. Your Client Account Managers and Solutions Engineers will provide you with a heads-up of all the new features and functionality. They will be able to demonstrate the product to you in our brand new training environment prior to the release going live. Just contact one of your Citibank representatives and they’ll be able to walk you through the new features.

# United We Stand

CITIBANK HELPS U.S. CUSTOMS SERVICE WORK THROUGH CRISIS

**The tragic events of September 11 forced us to change the way we live. And for many companies and government agencies, the terrorist attacks also forced a temporary change in the way they do business.**

In the aftermath of September 11, individuals and organizations scrambled to maintain a sense of order during the chaos. Immediately following the attacks, the U.S. Customs Service assembled a special team of logistics management specialists and warranted contracting officers that traveled from Indianapolis to New York City to assess the situation.



The team focused on determining what was necessary to quickly restore operations to the New York office, including assisting with space acquisition, analyzing systems, purchasing furniture, and ordering everything from computers to standard office supplies.

The Customs Service, which is responsible for controlling our country's borders, has been a Citibank Purchase Card customer since 1991. Although the card is primarily used for micro-purchases (under \$2,500), the extraordinary circumstances of September 11 called for extraordinary measures. The Customs Service and Citibank temporarily increased cardholder limits up to \$50,000 for single-purchase transactions and a \$300,000 monthly limit, enabling those individuals on-site in New York to make payments for goods and services based on the verbal order of a contracting officer.

"Based on the urgent and compelling requirements at the time, we implemented the practice of verbal orders followed by authorization of payment with the card to secure office space and other necessary supplies," said Jim Sweat, Purchase Card Program Coordinator for the U.S. Customs Service. "With so many companies vying for limited

resources, the atmosphere was very competitive and we needed the ability to make purchases on the spot."

In addition, some Customs Service personnel lost Purchase Cards and convenience checks in the collapse of the Customs House at 6 World Trade Center. Citibank

Customer Service was quick to respond by immediately issuing replacement cards and checks that were delivered to New York City as soon as overnight delivery service was reinstated. Citibank Client Account Specialists (CAS Managers) worked extended hours during the crisis to ensure the highest level of service and responsiveness.

"Citibank's help in raising limits and getting cards out as soon as possible really helped us get back on our feet," said Sweat. "They have been extremely responsive to our needs and instrumental in helping us fulfill our requirements."

In the wake of the attacks, the Customs Service is trying to return to business as usual, while also looking for new ways to expand the horizons of its Purchase Card program. One example is the service's Miami office, which often encounters smugglers attempting to bring drugs into the country by swallowing or concealing them in various body cavities. This sometimes requires the detained individual to be hospitalized for physical care as Customs Officers await the passage of the drug containers. While in the hospital, the Customs Service is responsible for all of the suspect's medical costs, even those unrelated to the smuggled drugs.

To help streamline the payment process, the bureau issued a requirement contract for medical services that enabled a cardholder in Miami to pay for medical costs up to \$10,000 per case. In addition, the warranted contracting officer who issued and awarded the contract was given a card with a \$100,000 single-purchase transaction limit to cover any excess charges. "This enables the local hospital to use the card for prompt payment and we, in turn, have a great paper trail that is established by using the card," Sweat said. "It's definitely a win-win situation for us." The Customs Service is looking to expand this program at medical facilities in other areas including San Diego and other points of entry where this situation is encountered. And as the service's needs continue to change, its Purchase Card program evolves with it. "We benefit by using the card as a payment mechanism against contracted services and are exploring other contractual mechanisms where this might work to the benefit of the service by streamlining the entire process and making payments," said Sweat. ■

## 2002 Trade Shows & Conferences

**National Conference of the American Society of Military Comptrollers (PDI)**

May 28 - 31  
Denver, CO

**AGA Professional Development Conference**

July 7 - 10  
Atlanta, GA

**VA IT Conference (VA ITC)**

August 5-8  
Austin, TX

**GSA SmartPay Conference**

August 27 - 29  
San Francisco, CA

**Leadership VA Alumni Association Forum (LVAAA)**

August 18-21  
St. Petersburg, FL