

Client case study

Mercado Libre and Citi: Banking Integration in the e-Commerce Landscape



About Mercado Libre

We are the leading technology company in e-commerce and fintech solutions in Latam. Our purpose is to democratize trade and financial services to change millions of people's lives in the region, offering equal opportunities for large and small sellers, within a simple, safe, and efficient experience. We conduct business in 18 countries in Latin America, where millions of buyers and sellers meet to carry out transactions with a wide range of products and services.*

Client objective(s)

- Integration of new banking products
- Risk Management

Business challenge

Mercado Libre faced the challenge of efficiently integrating new banking products into its platform, such as the **Citi Supplier Finance, Cross Border program**. The typical implementation timeframe for such projects ranged from six to seven months, which posed a hindrance to quickly adapting to market demands and customer needs. Key challenges included:

- **Time-Consuming Implementations:** The lengthy implementation process hindered the rapid deployment of new financial products.
- **Complex Product Integrations:** Integrating various banking products with diverse requirements presented significant technical and logistical complexities.
- **Risk Management:** Identifying and mitigating potential risks during the implementation process required robust methodologies and proactive management.

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By utilizing Citi's experience in program management and its dedication to understanding Mercado Libre's unique requirements, the collaboration achieved notable efficiency improvements and successfully integrated complex banking solutions.”

Gisela Munoz
Treasury Supervisor, Mercado Libre



Why Mercado Libre chose Citi

Citi provided Mercado Libre with a comprehensive solution centered around a structured program management approach and a flexible, client-centric methodology. Key components of the solution included:

- **Dedicated Program Manager:** Citi assigned a dedicated Program Manager who brought structured methodologies and experience. The Program Manager played a crucial role in designing and executing an efficient integration plan.
- **Detailed Work Plan:** Citi proposed a detailed work plan that provided a clear roadmap, which helped to ensure stakeholders understood the project's goals and milestones.
- **Adaptable Methodology:** Citi demonstrated a predisposition to adapt to Mercado Libre's specific needs and challenges. This flexibility allowed for on-the-fly adjustments.
- **Proactive Risk Management:** Citi created a plan to help identify risk exposures, making adjustments as needed, allowing for a smooth integration.
- **Weekly Meeting:** A consistent recurrence of weekly meetings was established.

Results

Key outcomes included:

- **Reduced Implementation Time:** From the typical six to seven months, the implementation duration was significantly reduced, and projects were carried out in just three months.
- **Product Integration:** The structured approach and adaptable methodology resulted in the exceptional integration of complex banking products into Mercado Libre's platform.
- **Enhanced Collaboration:** Strong and effective collaboration helped enable both companies to achieve their objectives and continue fostering this long-term relationship.
- **Exceptional Showcase:** The success of this relationship showcases the effectiveness of Citi's structured program management approach and adaptability.

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