



CAMBRIDGE GLOBAL PAYMENTS AND THE WTA / A CASE STUDY

THE CHALLENGE

As a member organization servicing the needs of both players and tournaments, one of the objectives of the WTA includes optimizing the efficiency of its prize money processing. With a competitive tour spanning 53 events in 28 countries and 1,650 players from 85 regions and nations, the WTA aimed to improve currency preferences without sacrificing accuracy or timeliness when transferring funds from tournaments to players.

The WTA researched a variety of products and services in 2016, interviewing several FX payment providers. Upon review of Cambridge Global Payments' established leadership in the marketplace, track record with other clients, and innovative solutions, the WTA was confident in Cambridge Global Payment as a foreign exchange provider. As a uniquely unpredictable and fast-paced global organization, Cambridge Global Payments exemplified a clear understanding and expertise with the WTA's financial and time-sensitive member needs.

ABOUT THE WTA

The Women's Tennis Association (WTA) is the global leader in women's professional sport founded on the principle of equal opportunity by Billie Jean King in 1973. The WTA serves as the governing body for women's professional tennis comprised of the most elite female athletes and prestigious competitive events in the world. With more than 1,650 players representing 84 nations competing for a record \$180 million in prize money, the WTA's competitive season includes 53 events and four Grand Slams in 28 countries.

THE WTA HAS BEEN A CAMBRIDGE
PAYMENTS CUSTOMER FOR 4+ YEARS

CAMBRIDGE FX.COM

WHY CAMBRIDGE

Many key factors lead to our relationship with Cambridge. Three standout qualities included:

■ **Excellence in Confidence and Standards:**

The WTA was able to identify Cambridge for having reputable experience in the environment and pace our organization required. They also demonstrated a level of confidence that made the decision to transition seamless for the WTA.

■ **Award-Winning Customer Service:**

The level of services that the WTA receives from the Global Enterprise Management team has always been extremely customized to meet our organization's needs. The team is professional, thorough, conscientious, and experts in their field. Cambridge has a clear understanding of the fast-paced business as well as the intricacies in which the WTA operates within as a governing body for a major sports league.

■ **Delivery:**

The relationship between WTA and Cambridge has been ideal. The payment platform and technology align with the WTA's business needs at every turn, delivering on everything promised to its clients from day one. The WTA has a dedicated team always readily available known as the Cambridge Enterprise Management Team. These talented individuals know the business well and are trusted extensions of the WTA operation. Customer support is readily available.

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THE SOLUTION

Cambridge Global Payments has provided added value to the WTA by delivering expanded international payments and foreign exchange solutions and capabilities for our members. Our tournaments and players are confident in the WTA's operation, knowing that their prize money will be distributed and received, not only in a timely and accurate manner but in the currency of their choice no matter the location of the tournament.

Furthermore, Cambridge has established a dedicated and consistent staffing model to effectively manage the WTA account, which ensures that all client inquiries and accompanying follow-up are handled in a highly responsive manner.



"CAMBRIDGE GLOBAL PAYMENTS CONTINUES TO PROVIDE THE WTA AND ITS MEMBERS WITH PROFESSIONAL AND TIMELY SERVICE AND RESULTS. WE ARE PLEASED TO BE WORKING WITH CAMBRIDGE GLOBAL PAYMENTS – A COMPANY THAT UNDERSTANDS OUR BUSINESS NEEDS AND DELIVERS THE HIGHEST QUALITY OF SERVICE TO OUR MEMBERS."

- Matt Cenedella, CFO, WTA