

# ROYAL BANK OF CANADA (RBC)



**INITIATIVE** RBC Clear™ by RBC Capital Markets

**AWARD** Celent Model Bank 2025 for **Reinventing Cash Management**

**EXECUTIVE SUMMARY** RBC created RBC Clear™, a reimagined cash management solution that is powered by a next-gen, digital-first platform. From onboarding to payment analytics, it is designed to put treasurers in full control of their working capital.

**KEY BENEFITS**

- Deeper client relationships across RBC Capital Markets
- RBC brand and reputation amplification in the U.S
- Deeper access to large and attractive growth market
- Lower counterparty risk
- Stable source of funding at lower cost
- Decreased costs

**KEY VENDORS** RBC Clear is built on cloud-native, API-first, next-gen technology.

- All components of the platform are cloud-native and micro-services enabled
- All experiences are designed from a client perspective, to be simple, intuitive, and omni-channel
- RBC differentiates with a “build and collaborate” strategy with client-informed experiences

**READ MORE** Celent selected RBC Clear for this year’s Model Bank Award for Reinventing Cash Management. The bank has brought a bold vision to life: entering a new market with a next-generation technology platform. The results not only meet client needs, but also lower the bank’s cost of funding.

Visit [Celent.com](https://celent.com) to learn more about this initiative.