



BNP Paribas

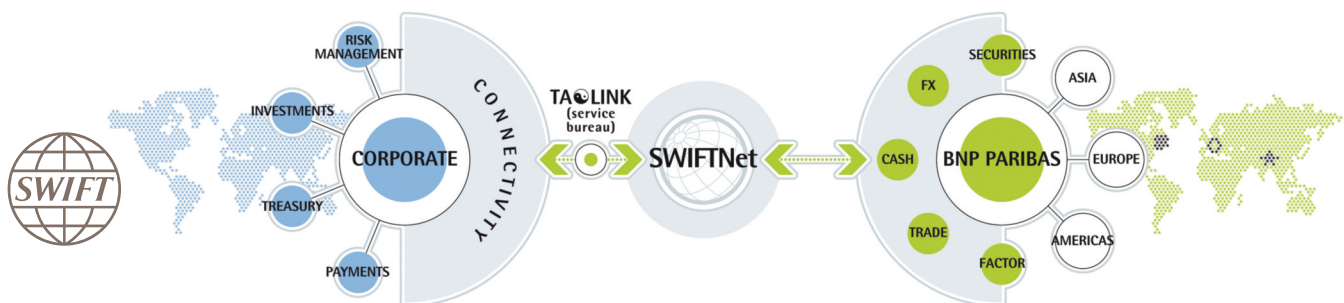
BNP Paribas supports its corporate clients with a global SWIFT offering across business lines

“SWIFT is a key component in our client channel strategy, providing an innovative and quality offering for large corporates as well as mid-cap customers.”

Pierre Fersztand, Global Head of Cash Management, BNP Paribas

BNP Paribas provides a complete SWIFT bPGFc

- Support customers in centralisation projects with tailored solutions
- Promote global offering to better serve local needs
- Win new customers; cross sell among business lines
- Simplify customer to bank communication via standardized connectivity and formats



1. Exploring the opportunity

2. Defining the offering

3. Enabling the organisation

4. Preparing Marketing and Sales

5. Active promotion

Typical bank readiness path



Getting ready

- 1 Exploring the opportunity
BNP Paribas considered SWIFT for corporates in 2001. It was one of the first banks to open an MA-CUG, as it saw this would drastically change worldwide bank communication.
- 2 Defining the offering
BNP Paribas built its SWIFT offering in partnership with large corporate clients, using its know-how in international cash management solutions.
In 2006, BNP Paribas was one of the first banks to open a service bureau-based access called Taolink, now enriched by the Member/Concentrator model.
- 3 Enabling the organisation
BNP Paribas uses a central platform and organisation, which enables its clients to negotiate the agreement and prices at group level.
Priority was given to Europe where most of BNP Paribas' clients payment factory projects are. For emerging markets, branches are involved according to demand.
BNP Paribas' ISO-certified implementation team follows its clients throughout their project. When live, customers are followed by a dedicated support team.
- 4 Preparing marketing and sales
Commercialisation in each country is supported by cash management experts trained in SWIFT's offering, supported by local SWIFT staff.
BNP Paribas produced extensive marketing collateral and case studies with its clients.
- 5 Active promotion
BNP Paribas actively promotes its offering via global and local events.

In 2007, BNP Paribas organized its first Cash Management University where SWIFT was a key subject.

They also invited corporates to many SWIFT events in Italy and the UK.

BNP Paribas was a partner and speaker at the Sibos 2008 Forum for Corporates.

They also organise information sessions dedicated to mid-caps in towns across France.

Next generation capabilities

BNP Paribas has always been committed to SWIFT's initiatives and actively participates in key projects to maintain its leadership in innovation:

- In 2007, BNP Paribas actively participated in the ISO 20022 Credit Transfer guidelines and, having live customers, will continue in 2008 by working on the reporting pilot
- BNP Paribas participates in the design of the bank account management standardization.

BNP Paribas will further reinforce its packaged offering to address the European mid cap market with an all inclusive and efficient offering.

Conclusion

BNP Paribas has a complete SWIFT offering for corporates, and combined with its deep know-how in international cash management, supports large and mid caps customers in a smooth migration.

They see the further democratisation of SWIFT and innovation of cash management as well as Forex, Trade and Securities services built on SWIFT as key to continue to meet corporate customers needs.

Solution overview

- SWIFT for corporates
- FIN and FileAct messaging services
- SCORE and MA-CUG
- Member/Concentrator
- Service Bureau

About SWIFT

SWIFT is a member-owned cooperative that provides the communications platform, products and services to connect over 8,300 banking organisations, securities institutions and corporate customers in more than 208 countries. SWIFT enables its users to exchange automated, standardised financial information securely and reliably, thereby lowering costs, reducing operational risk and eliminating operational inefficiencies. SWIFT also brings the financial community together to work collaboratively to shape market practice, define standards and debate issues of mutual interest. www.swift.com

Contact us

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For more information on SWIFT please contact your SWIFT account manager or visit www.swift.com