



UniCredit Group as provider of financial services is number 2 in Europe in terms of market capitalisation. The division Global Transaction Banking is among the top 3 in European transaction banking and offers proximity in Germany, Italy and Austria and an extensive international network to Large Corporates, Mid Corporates and SMEs.

Benefits for UniCredit

- Provides standardised connectivity solution with global reach without having to develop it
- Attracts new business from corporates looking for a single connection to reach all their banks

UniCredit is a strong supporter of "SWIFT for Corporates" and actively promotes a complete offering via its EuropeanGate.



UniCredit

UniCredit's SWIFT offering speeds up corporates' processes by providing access to banks across the globe

"UniCredit fully supports SWIFT for its corporate customers, enabling them to connect to any of their banking partners via one single access. A corporate treasurer's dream come true."

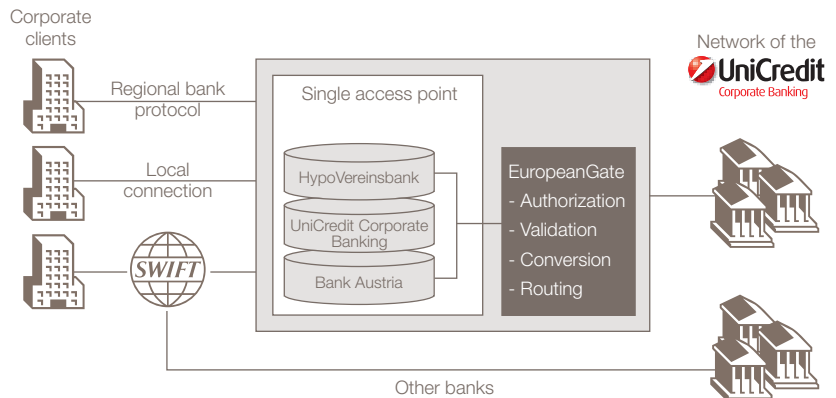
Markus Straußfeld, Managing Director, Cash Management & eBanking Sales, UniCredit

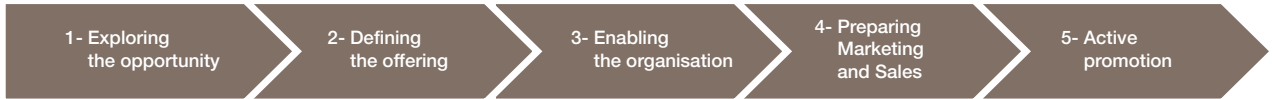
Drivers

UniCredit sees clear benefits in providing SWIFT to corporate clients as it:

- Provides a common infrastructure for different banks around the world
- Meets the highest security and availability standards
- Provides independence from proprietary country standards and single-bank electronic banking products
- Simplifies implementation and auditing of statutory payment regulations with global impact (e.g. Sarbanes-Oxley)
- Streamlines centralised payments, account info, FX confirmations in standard or local format
- Allows savings in resources, controlling, administrative processes and documentation, etc.
- New possibilities in Trade Services & Finance.

For UniCredit, SWIFT provides a standardised connectivity solution that is global without the need to develop or deploy it on their own. This allows UniCredit to attract new business and payment volumes from corporates looking for such solution.





A Typical bank readiness path

UniCredit's SWIFT proposition

UniCredit offers payments and cash management via FIN (e.g. MT101, MT940/2, MT192/5/9, MTx99) and FX/MM confirmations (MT300/320).

UniCredit also offers payments and cash management via FileAct, using a single access point for the entire group via its EuropeanGate. This allows transmission of payments in a multitude of formats (national formats, UN Edifact, MT101) and account information (MT940).

UniCredit offers MA-CUG services and is registered in SCORE.

Getting ready

1. Exploring the opportunity
UniCredit considered SWIFT for corporates back in 2001.

When its first corporate customer was looking for direct SWIFT connectivity, UniCredit saw the potential of using a single global gateway to connect to international customers across various financial application services.
2. Defining the offering
From the beginning, UniCredit defined a complete offering to merge the physical and financial supply chain.

While large corporations were early adopters, it is the international approach of the corporate customer that was the key driver, not its size.

Supporting SWIFT allowed UniCredit to deliver its services to any customer on a global level, and as requests came from all around the world, UniCredit knew it was on the right track.
3. Enabling the organisation
UniCredit set up its MA-CUG in 2005 and registered in SCORE when it was launched in January 2007.

UniCredit offers domestic and international payments and cash management as well as FX services.

Using its flexible EuropeanGate, UniCredit can provide corporate access in any UniCredit Group location.

A project team was put in place to support customers from the beginning.

4. Preparing Marketing and Sales
Dedicated specialists in each country are part of the evaluation process when customers plan to get connected.

Sessions with product management and SWIFT ensure quality training of UniCredit's sales force.

5. Active promotion
In 2005, UniCredit went live with its first customer.

UniCredit identified several types of target customers: international mass payment processors, customers doing FX business globally, global customers asking for account information and payment gateways.

SWIFT is topical for UniCredit at events such as EuroFinance and they organise workshops to explain the SWIFT value proposition to corporate customers.

In 2008, UniCredit joined the Sibos Forum for Corporates to promote its SWIFT offering for corporates.

Next generation capabilities

UniCredit will continue to enhance its SWIFT and Electronic Banking offering to combine the advantage of both worlds.

"This will make the "step in" easier and more attractive for smaller and non-multinational corporate customers."

UniCredit is working on developments in investment services, exceptions and investigations, digital identities, electronic bank account management and ISO 20022 XML standards.

To expand its offering in Trade Finance & Services, UniCredit became a SWIFT TSU member.

Conclusion

SWIFT for corporates meets the need of an innovative, future-oriented service for corporate customers, particularly for those who need standardisation in domestic and foreign business, central global transaction handling and rapid, secure, reliable performance.

"Supporting SWIFT as a global gateway for corporate customers allows UniCredit to win additional business."

Solution overview

- SWIFT for corporates
- FIN and FileAct
- SCORE and MA-CUG

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

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