

Corporate case studies – Asian corporates





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Driving SWIFT connectivity for corporates globally



Agenda

- Background and overview
- Panel discussion
- Questions and answers
- Conclusion





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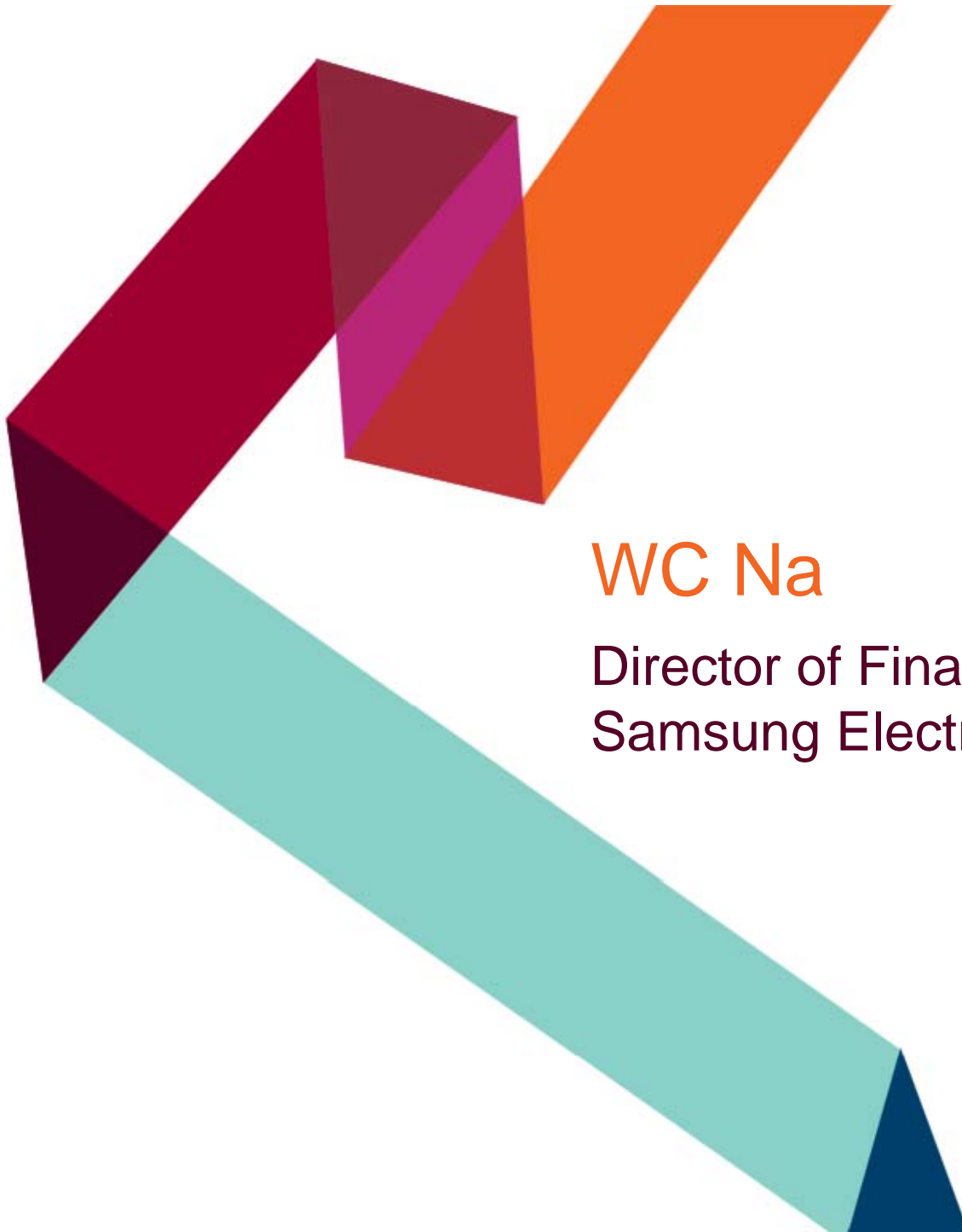


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Director of Finance,
Samsung Electronics Co., Ltd.

Samsung Electronics Co., Ltd.

Global leader in semiconductor, telecommunication, digital media and digital convergence technologies

- One of fastest growing global brands, leading producer of digital TVs, memory chips, mobile phones
- 2008 consolidated sales of US\$96 billion
- Employing 164,600 people in 179 offices across 61 countries
- Currently banks with more than 170 banks around the world



Samsung Electronics Co., Ltd.

Problem Statement:

- **What challenges were you seeking to address in using SWIFT?**

Key goals:

- Integrate multiple financial networks of overseas companies into one
- Standardise business processes and enhance headquarters' monitoring capability
- Standardise payment process
- Automate confirmations online
- Enhance function of bank statement reporting
- Reduce delays in processing (STP issues)
- Address problems caused by different security standards



Samsung Electronics Co., Ltd.

Problem Statement

- What were your execution and implementation challenges?

Key Issues:

- Standardising message formats to XML
- Centralised 24x7 treasury center – centralising approval for all payments
- Document standardisation
- Lack of consistency
- Multi language support
- Geography and different time zones



Samsung Electronics Co., Ltd.

Problem Statement

- **What is Samsung's current status with the SWIFTNet project?**

Key Results:

- Completed Korea -EMEA-China integration in 2008-2009
- Migration for North America/South America to be completed by 2009
- ASEAN countries to complete migration by 2010 Q1
- 1 Bank live with XML
- 14 Banks live with SWIFTNet FIN Development
- 4 Banks live with FileAct



Samsung Electronics Co., Ltd.

What are Samsung's future expectations in payment systems overall?

Key goals:

| Bulk Payments | Ad-hoc Payments | FX Confirmation | Bank Statement Retrieval |
|--|--|---|--|
| XML file format through SWIFTNet FileAct for both high value and low value payments | MT101 through SWIFTNet for ad-hoc payments | MT300 through SWIFTNet for confirmation | BAI2 file format through SWIFTNet FileAct for information reporting back to Samsung Electronics |
| | | MT101 through SWIFTNet for settlement | |

- Improve STP coverage
- Multi-language support capability
- Add Regional Payment Factory





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Treasurer,
Noble Group

Noble Group

Global integrated supply chain manager of raw materials

- Headquartered in Hong Kong, with 100 offices in 40 countries and 5,000 employees
- Diversified business mix
- Leader in sector with 2008 revenue of USD36 billion
- Ranked 218th on Fortune Global 500
- Active across the supply chain



Noble Group

Problem statement:

- Multiple banks with a multitude of connectivity, non-optimal security measures and various manual processing.

Key goals:

- Improve processing efficiency: straight through processing
- Reduce cost of bank connectivity
- Reduce operational risk related to manual processes and improve related internal controls
- Enhance security



Noble Group

Key goals:

- Improve regulatory compliance
- Timely provision of data: increased visibility
- More effective management of exposures
- Adoption of industry best practice business process and procedures
- Focus on value-added work





Driving SWIFT connectivity for
corporates globally



Corporate-related key areas of interest

- Global treasury and business strategy
- Technology linkages
- Bank connectivity
 - Corporate quest for interoperability
 - Transformation within the payments industry toward global interoperability to enable end-to-end process automation (STP)
- Messaging and format
- Implementation process
- Future state and next steps



Panel discussion, Q&A





Richard
Linebaugh



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Conclusion

- Global treasury and business strategy
- Technology linkages
- Bank connectivity
- Messaging and format
- Implementation process
- Future state and next steps





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