

# Corporate classroom

## - Part 1: Building the business case





Damien McMahon

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PricewaterhouseCoopers

# Most promising future development

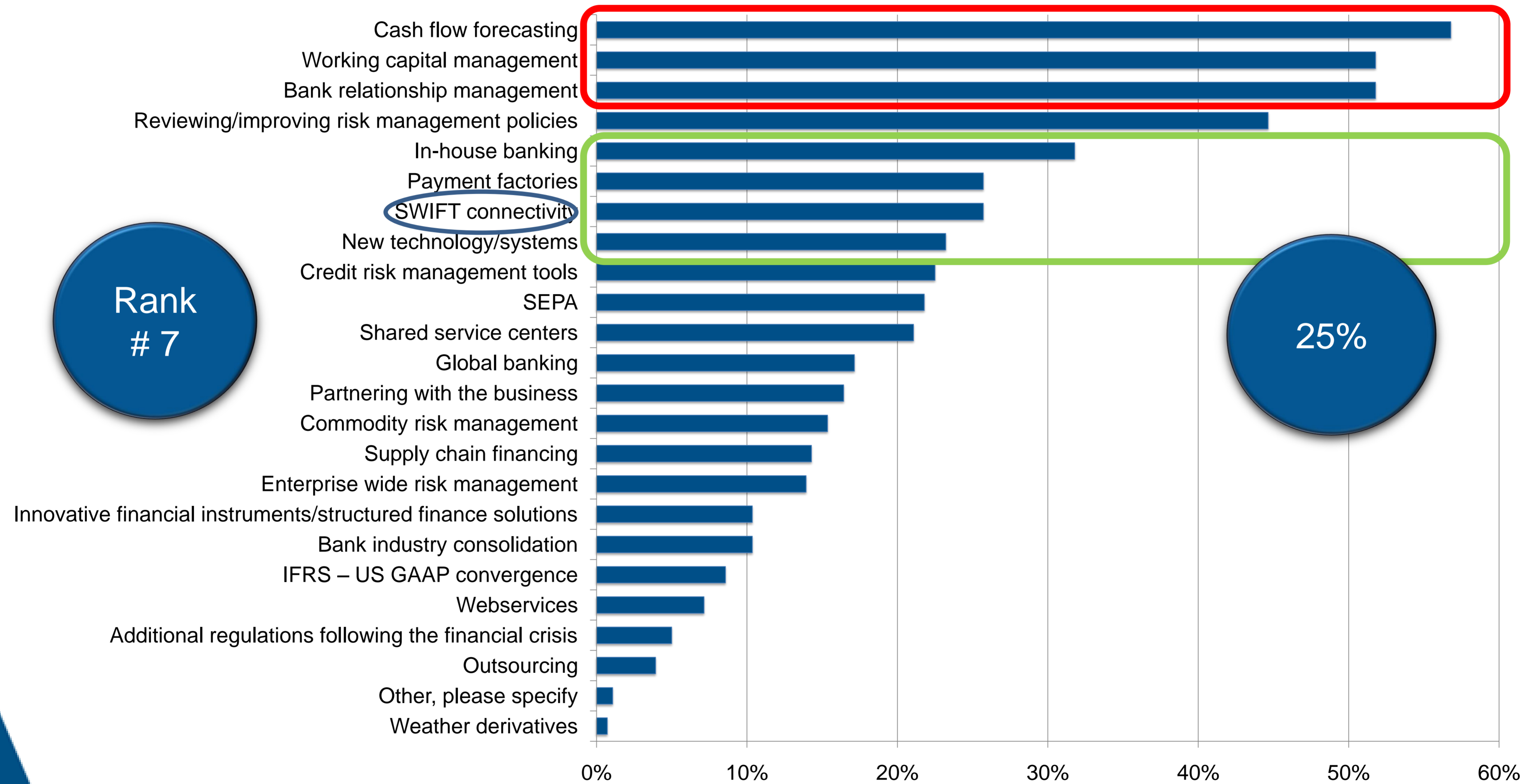
2006 survey



Rank  
# 10

# Most promising future development

2010 survey

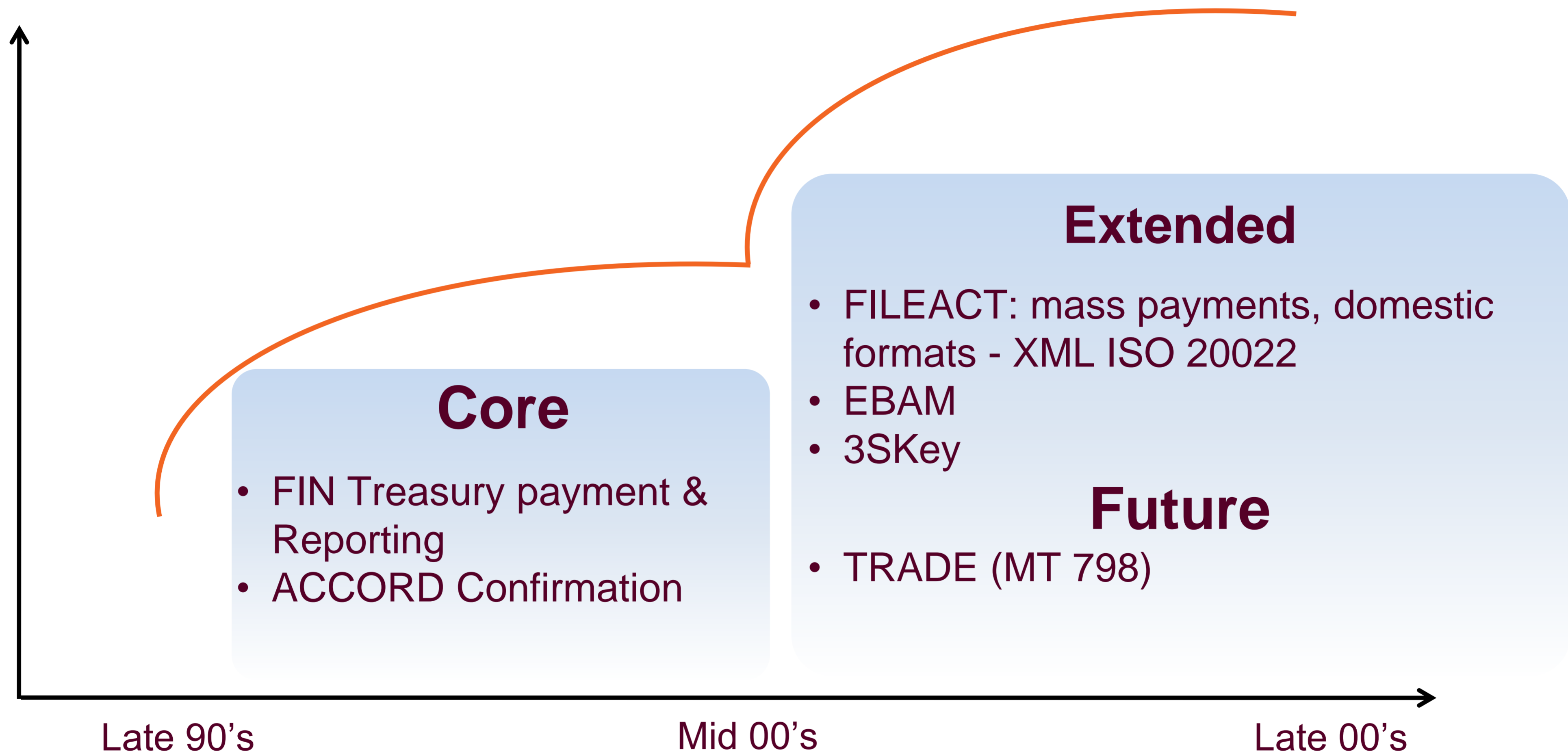


Rank  
# 7

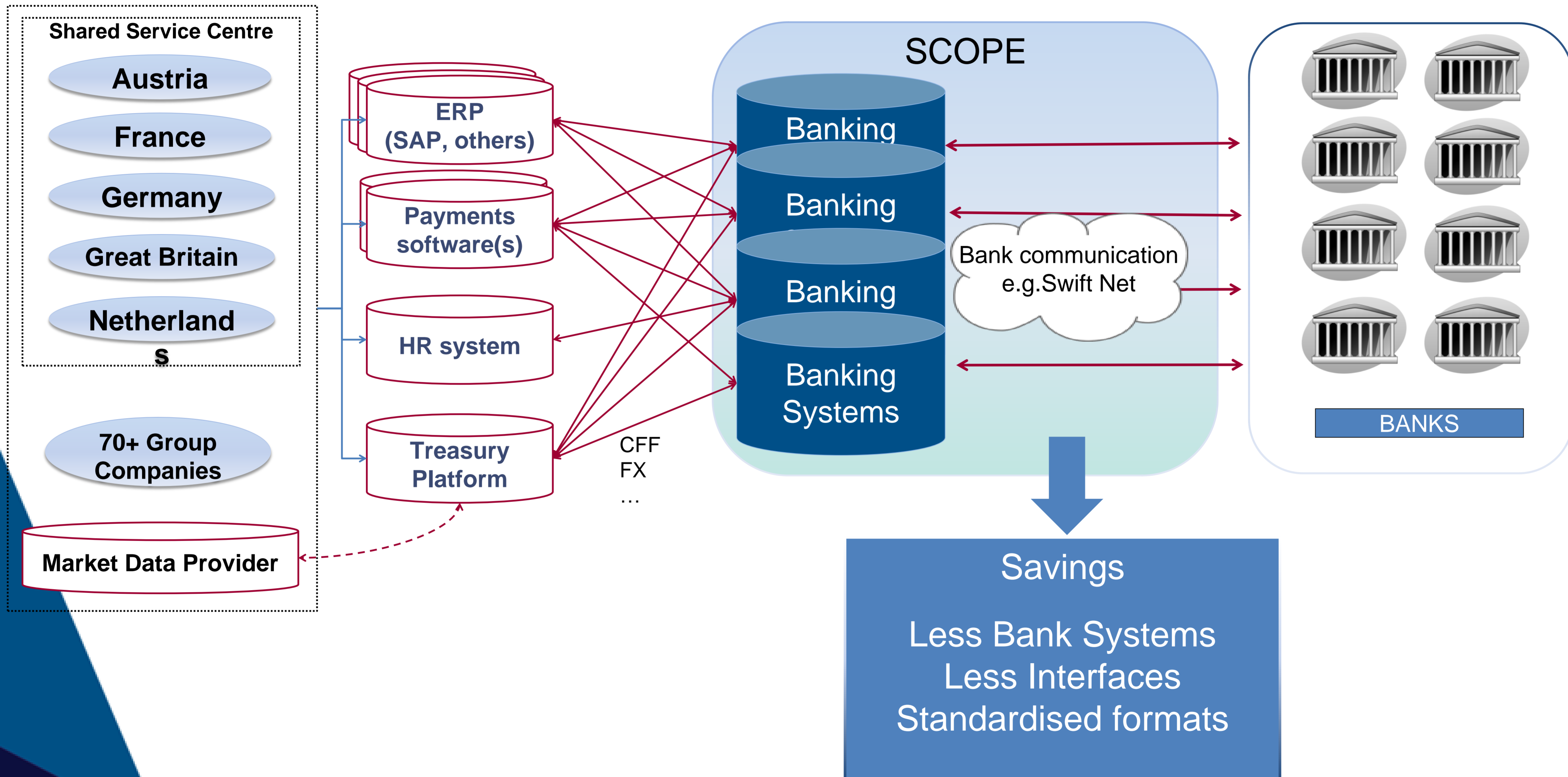
25%

# SWIFT offering over time

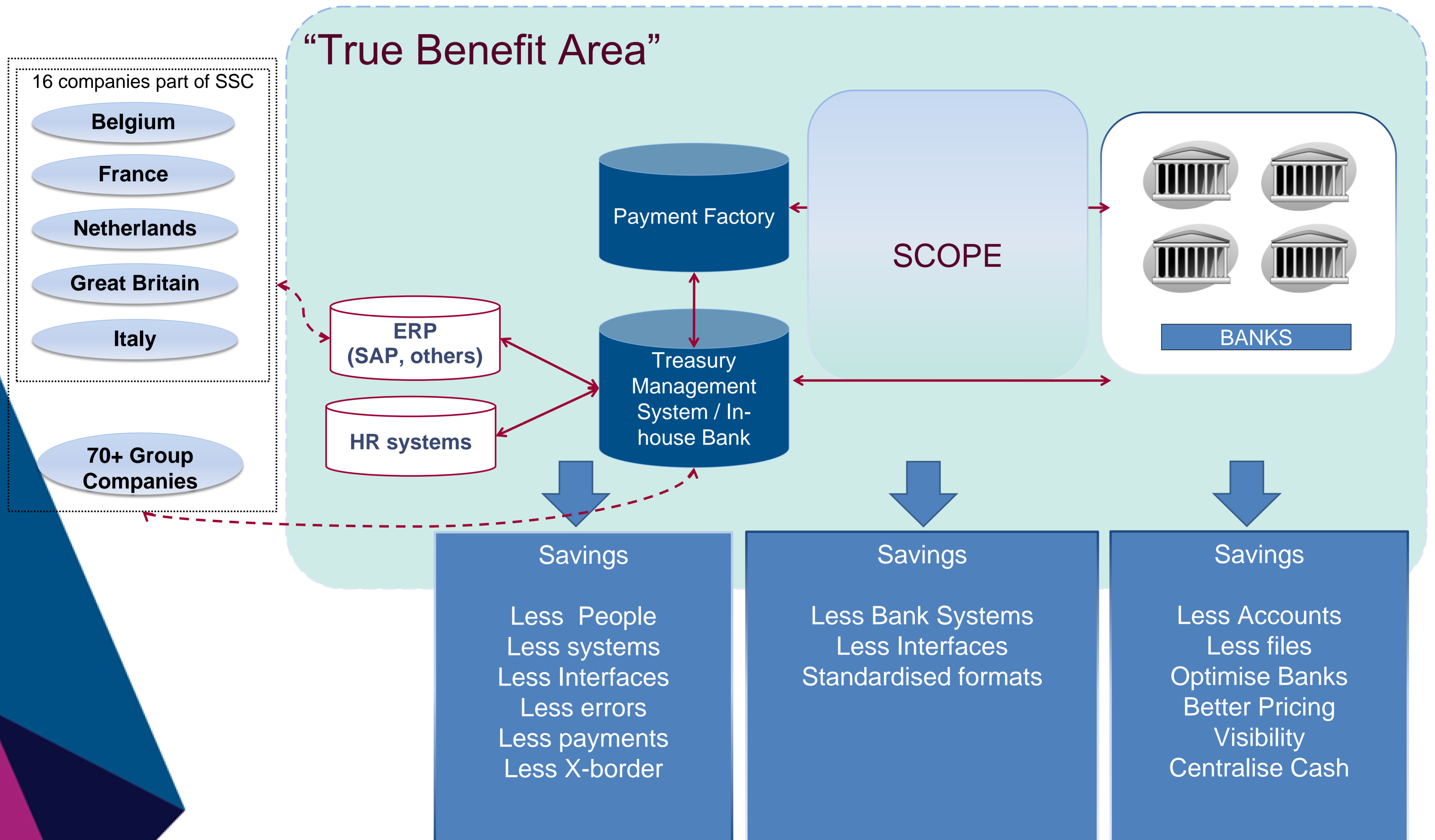
Getting richer



# SWIFT Business Case – Original objectives and structure

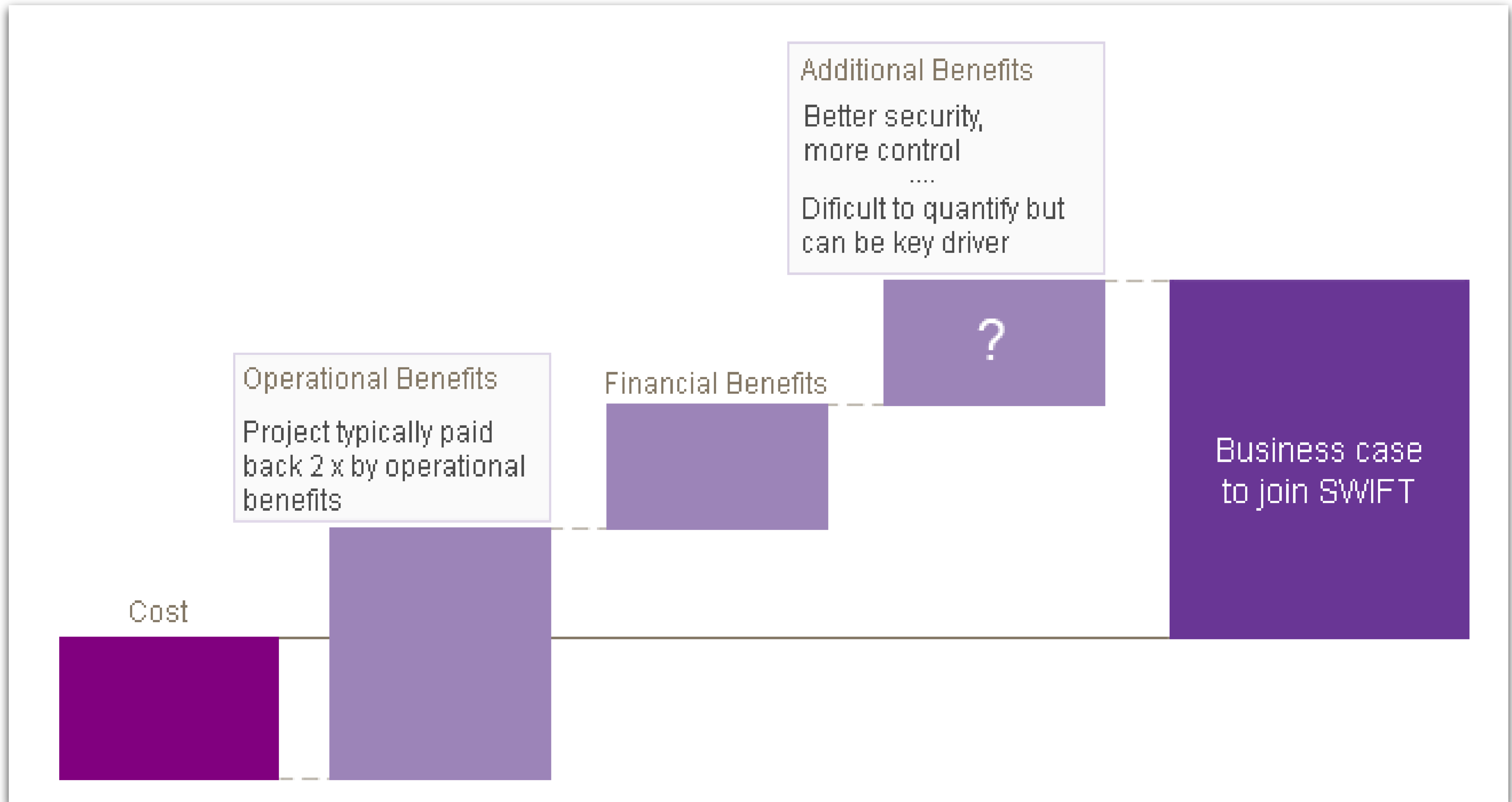


# SWIFT Business Case - True Benefits



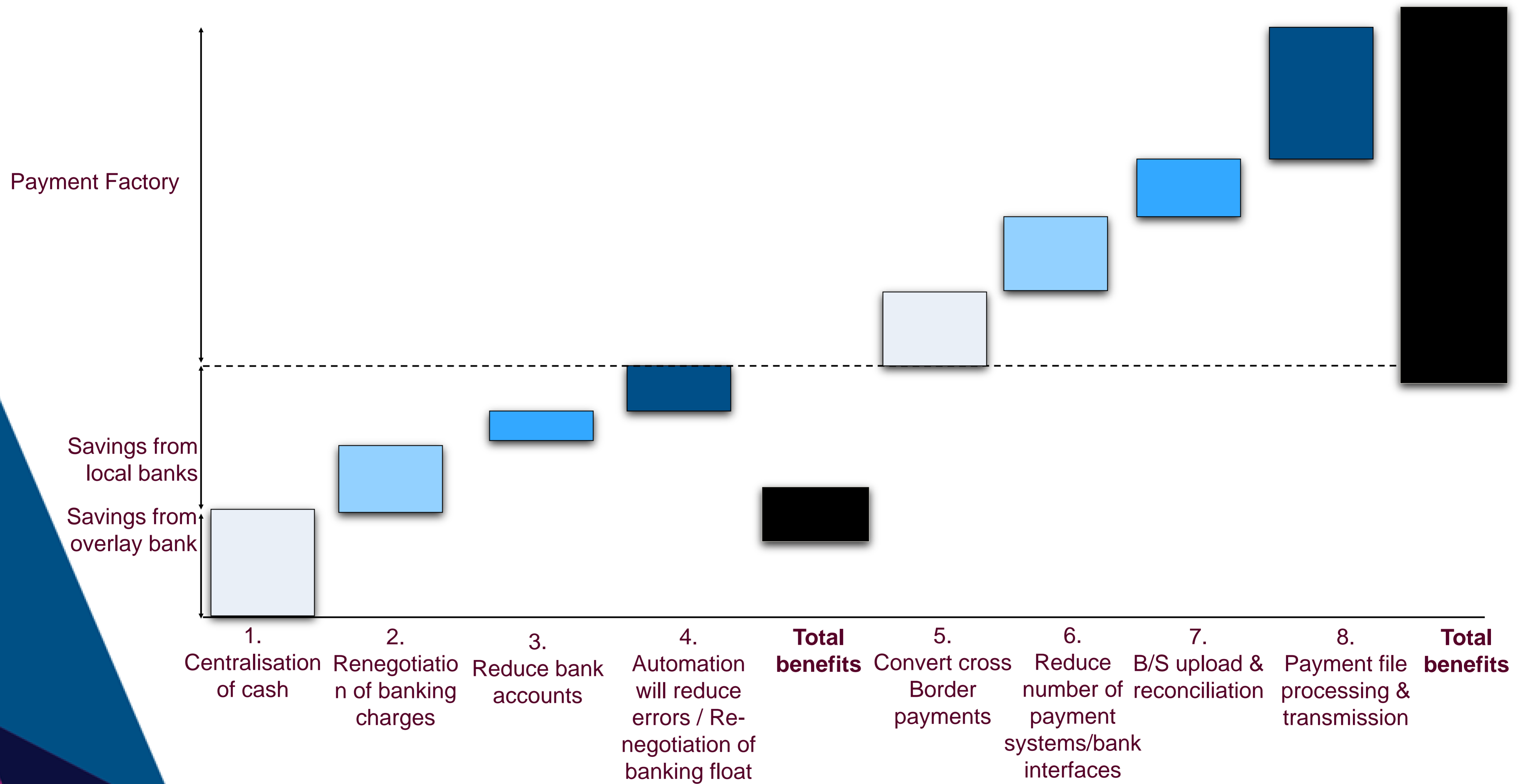
# What can you expect?

## The SWIFT Business Case



# What can you expect?

## The Complete Business Case





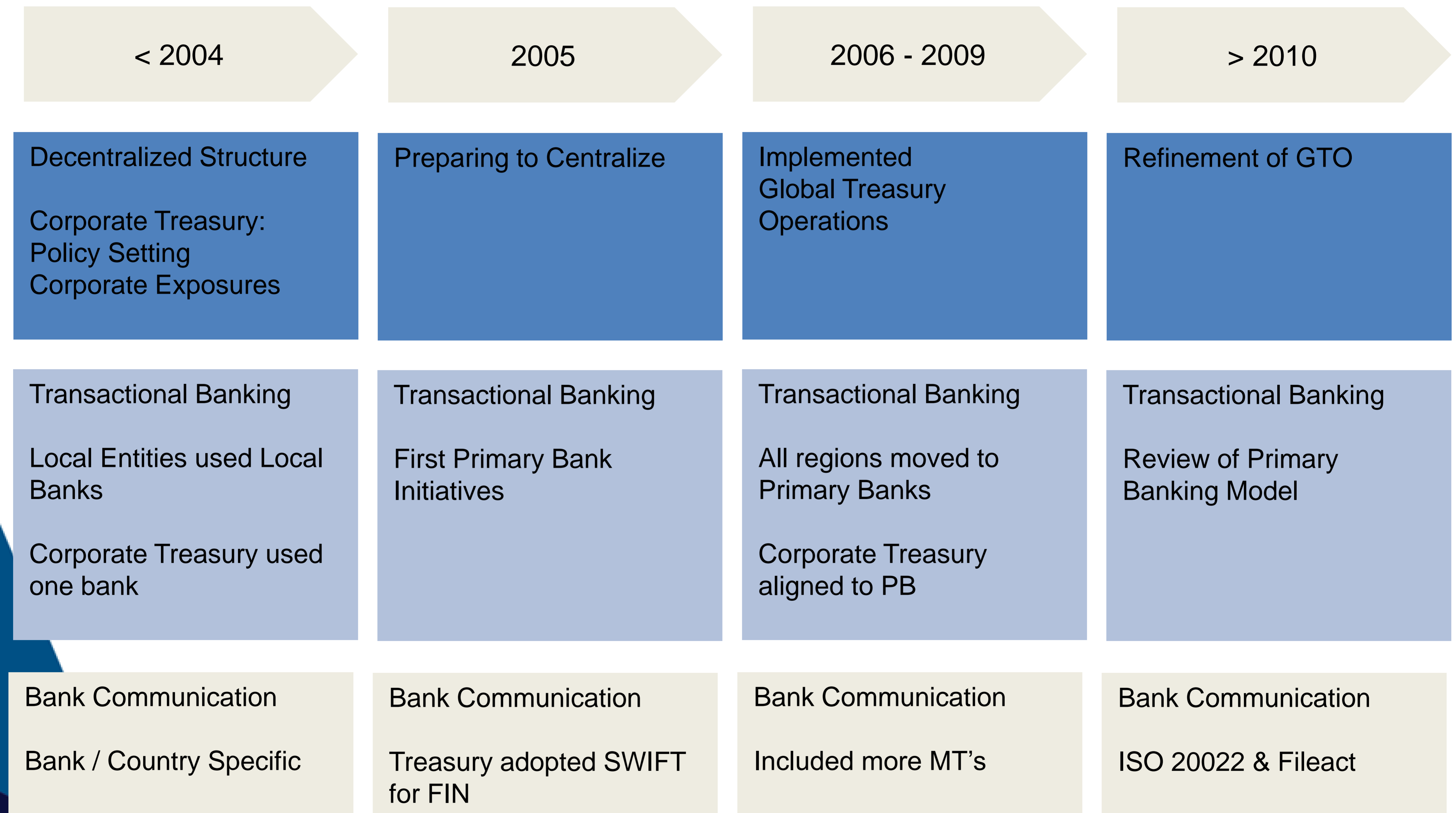
Hans van den Bosch

Director Global Treasury Operations  
Unilever

# The Science of the perfect Business Case

- Treasury Web Module
- Bank Connectivity

# Unilever's SWIFT Journey



# The SWIFT Business Case

- Was done as a replacement for Treasury's Communication solution
- Was NPV negative
- Was build on potential future enhancements, which were unclear at that time
- Was driven by strategic considerations



Dmitry Bespalov

Global Banking Manager  
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