

# Consult with the people who know your business

*Viacom turned to SWIFT's Consulting Services for a solution encompassing both implementation and business benefits.*



When Viacom, the leading global entertainment content company, decided to overhaul its treasury strategy, the challenge quickly became one requiring more than installation. Viacom wanted to communicate directly with all its banking partners in a reliable, cost effective and secure manner.

For Brian Harrison, head of international treasury at Viacom, only SWIFT satisfied all these requirements. "We are always trying to enhance our internal processes and decided to implement SWIFT as part of a larger Global TMS implementation," he said.

"SWIFT Consulting Services has been an enormous asset to us and continues to guide our team toward achieving our end goal on schedule," Harrison added. Pat Antonacci, principal consultant SWIFT Americas, said the first deliverable from the Consulting team was to design and execute the implementation and configuration of Viacom's test and production environment.

Another recent Consulting project, reflective of SWIFT's Go Local initiative, involved the Banco Central de Uruguay, which engaged the team to upgrade its existing SWIFT infrastructure and implementation of Y-Copy service to support its real time gross settlement



*Kurt Ryelandt, head of Consulting Services, EMEA, SWIFT*

(RTGS) implementation.

"The project leverages SWIFT's skills in electronic communication, helping the central bank implement participant deployment with local players," said Antonacci. "It is a great example of how SWIFT's Go Local initiative continues to support local strategies and market infrastructure around the world."

Kurt Ryelandt, head of Consulting Services, EMEA, SWIFT, points out clients are attracted to SWIFT Consulting Services for a number of diverse reasons. "Clients may be looking to implement best-practices in financial messaging and reduce back office

processing costs, they may be in search of market insight and benchmarking or seeking easier implementation of new industry initiatives," he says. "In all those cases, SWIFT Consulting Services can help."

"Corporate Treasurers need help to connect to their various banking partners and banks need help enabling their customers to connect to them," said Ryelandt. "Consulting Services can give advice on how to optimise their back-office operations."

Ryelandt said most of the engagements Consulting Services offer were accomplished relatively quickly. "They often start at ten days and long projects average 50 days," he said. "We try to be short and focussed."

So far, Consulting Services has completed more than 450 projects for 350-plus clients in 75 countries. Globally, it has more than 35 specialist consultants with an average of 15 years experience and access to some 2,000 SWIFT specialists.

Two auditorium sessions – Optimising your business processes using SWIFT Business Consulting Services, on Monday at 17:00, and Leveraging SWIFT Technical Consulting Services to optimise your SWIFT infrastructure, reducing risk and costs, on Wednesday at 14:00 – will answer any questions participants may have on how they can work with SWIFT's consulting team.

## Credits

Publisher: Owen Fitzpatrick, SWIFT  
 Managing editor: Maria-Eugenia Forcat, SWIFT  
 SWIFT@Sibos is written and produced by Information Partners on behalf of SWIFT  
 Advertising is sold by Mayridge on behalf of SWIFT:  
 kerrisue.morrey@mayridge.com. Tel: +44 1386 872679  
 Printed by Fusion Media Ltd

Legal notice:  
 SWIFT © 2011  
 Reproduction is authorised with acknowledgement of source. All other rights reserved.  
 SWIFT, the SWIFT logo, Sibos, Accord, SWIFTReady, and SWIFTNet are registered trademarks of SWIFT. Photographs feature SWIFT employees, customers and partners.

## MORE THAN A PARTNERSHIP: A GENUINE TEAM

### SECURITIES SERVICES

Come and meet our experts at booth E105

BUILDING TEAM SPIRIT TOGETHER



SGSS is a business division of Societe Generale and/or its related companies, which provides a wide range of securities services only to asset managers, institutional investors, financial intermediaries and corporations. SGSS does not provide services directly to retail customers, nor investment advice and/or recommendations regarding any investment strategy or transactions. Not all services are available in all countries. © Gettyimages - FRED&FARID

