

Visiting the SWIFT stand

The SWIFT stand in Toronto will provide customers with answers to all their queries through a mixture of the familiar and the new.



The look and feel of the SWIFT stand in Toronto will in some respects be recognisable to those participants who attended the event in Amsterdam, according to Alex Hewetson, events specialist, SWIFT, who is once again responsible for the stand.

"There will again be meeting rooms around the perimeter, with the Arkelis lounge in the middle of the stand," he says. Behind and to the left of the welcome desk, there is the demo zone, where demos will be available on the dedicated pods introduced last year. "We are still keeping the USB keys to distribute information," says Hewetson, "but taking advantage of progress in technology, this year's keys have the same capacity, but are around one sixth the size."

The aesthetic of the stand is, however, very different this year. "The design is fairly intricate and involves a lot of curves and mood lighting," says Hewetson. One innovation is the use being made of the four information screens set around the stand. This year, we will be uploading SWIFT@Sibos photos to these screens in a dynamic way," he says.

Two areas of activity that were situated on the SWIFT stand last year – Innotrabe and the SWIFT auditorium – this year have

their own locations, allowing them to cater for the greater levels of participation that are expected. "We realised that these had developed to the point where they needed their own space," says Hewetson. "We have therefore given them room to breathe, while focusing the stand's activities on personal attention to visiting customers."

Migrating to Alliance

The experience of DBS in Singapore confirms that joining the Alliance family is bringing many benefits to the bank.

DBS began in 2008 to review its SWIFT infrastructure, as part of its continuing efforts to improve the bank's connectivity and disaster recovery options.

The bank elected to migrate to a configuration of Alliance Access plus Integrator, since Alliance Access provided the required stability, while accommodating strict disaster recovery requirements. Once the decision had been taken, SWIFT and local partner NCSI provided comprehensive assistance with both implementation and migration.

Several aspects of the project were unique. In addition to the simple routing rules inside Access, Alliance Integrator was used as an external controller for routing the messages. SWIFT therefore build a special component for DBS to provide the necessary controller services. Another custom component was built to dump messages from the Alliance database in the format required by DBS. These were constructed with essential input from the SWIFT Consulting services team.

"Flexibility in deployment and the possibility of customisation with Integrator were key factors in our choice," says Lim Boon Khee, senior vice president, T&O IBG Technology, DBS. "SWIFT's product expertise and vast knowledge and experience in the product were also particularly helpful during the migration process."

Lim has a word of advice for peers looking to consider a similar migration. "Stay focused," he insists. "Detailed planning is imperative for such a project to be successful. Also, divide the migration strategy into multiple smaller phases – divide and conquer! This will mitigate the risk and control the exposure."

SWIFT auditorium sessions

Hear the latest from SWIFT and learn from the experience of your peers.

At Sibos, SWIFT communication on its own products and services has evolved significantly in recent years. From simple instructive presentations, an increasing number of auditorium sessions now include panels where existing customers provide feedback on their experiences. This allows peers facing similar challenges to make a realistic assessment of the solutions available and the practical implications of choosing a particular product or service.

With analytics becoming increasingly important in monitoring business within financial institutions, SWIFT's business intelligence initiatives will be addressed in two sessions on Monday and Wednesday. SWIFT for corporates is the subject of a dedicated session on Tuesday, while those involved in trade and supply chain issues may like to catch up with the latest on open account transactions on Tuesday and letters of credit and guarantees on Wednesday.

Those grappling with the challenges of message duplication, standing settlement instructions, worker remittances and SEPA will all find auditorium sessions where these topics are explored, while the securities post-trade environment will be covered in an outline of new approaches for custodians, investment managers and brokers on Wednesday and a presentation on Thursday of SWIFT support for CCP clearing and collateralisation.

There will also be a number of products sessions throughout the week presenting pragmatic examples and case studies to help customers optimise their return on SWIFT investments and reduce TCO.

New this year, Auditorium sessions will be reported in Sibos Issues.

Full details of the daily programme of sessions are available on sibos.com and through the SibosApp.