

## A different tack

*At the outset of his first Sibos as SWIFT's head of securities and Americas, Chris Church shares his views on SWIFT's strengths, opportunities and challenges*

**C**hris Church joined SWIFT in August as Chief Executive of the Americas and Global Head of Securities. Prior to joining SWIFT, Chris was Managing Director of the Radianz Services unit at BT Global Financial Services. He was part of the executive team that founded Radianz in 2000, responsible for sales and marketing. Chris began his business career in 1987 at Reuters in sales, later taking on senior sales management roles in London and San Francisco where he managed Reuters Western Region. Chris was a professional yachtsman, and has raced for the British team in the Americas Cup.

**Your executive career to date has essentially been with large commercial organisations or as a start-up entrepreneur. What attracted you to SWIFT?**

I joined SWIFT because it has a great global franchise based on its client base and the security and reliability it offers. I believe the scope and structure of SWIFT's extraordinary community offer tremendous opportunities for business growth and change.

Some people are quick to point out the downside of a co-operative structure, but I believe there is a hugely positive side to being a co-operative. We have a tremendous opportunity to engage with the community to collaborate and innovate in a way that is not possible in a typical commercial organisation. Once that direction is agreed, you can gain almost unstoppable momentum and business growth.



*Chris Church, Chief Executive of the Americas and Global Head of Securities, SWIFT*

**Strong winning teams don't create themselves spontaneously. They need to be built and nurtured.**

A publicly-traded company is also under great pressure to deliver quarterly results. Good ideas can be derailed by short-term pressures, especially in a tough economic environment. SWIFT is better positioned to formulate and execute a long-term vision. A good example of this is SWIFT's ongoing commitment to putting in place and maintaining market-leading operational

### What's on

Monday 15 September 2008

Main conference (Plenary Room)

**16:00 - SWIFT plenary**  
Join us for SWIFT's 'state of the union'. A look at what we've achieved together over the last 12 months, and what you can look forward to from SWIFT in the years ahead. Your cooperative's CEO, Lázaro Campos, and its Chairman, Yawar Shah, will share their perspective on some of our industry's key challenges and their vision of the role that SWIFT can play in addressing them. The session will also give you a unique preview of the many new products and initiatives being showcased by SWIFT at Sibos.

Forum for Corporates (Room Strauss 3)

**16:00 - Making a compelling case to join SWIFT**

SWIFT Auditorium sessions (SWIFT Auditorium)

**11:00 - Your best route to Euroclear:**  
CCI via SWIFTNet  
**12:00 - SWIFT's offering for payment market infrastructures**  
**17:00 - SWIFT Alliance Lite launch event**  
(by invitation only)

SWIFT Showcase sessions (SWIFT stand)  
Visit our stand for a series of short informal introductions to SWIFT can do for your business. Today's sessions:

**10:00 - Getting to SEPA: SWIFT is here to help**  
**10:30 - Supply chain on the move**  
**11:00 - SWIFT and your payments business**  
**11:30 - Asset servicing automation: meeting the challenges**  
**12:00 - Pre-settlement: lowering the costs and risk**  
**12:30 - Supply chain on the move**  
**13:00 - SWIFT data: strategic insights for better decision making**  
**13:30 - Integrating SWIFT into your back office: the easy way**

performance, and making a culture in which "failure is not an option" a reality.

I am also drawn by the opportunity for change. It is true that there is a need for SWIFT to be more agile, more relevant and easier to do business with. I believe that the timing is right for change and the changes to make SWIFT simpler, more customer-centric and relevant are well supported by all.

The most successful changes are planned well ahead, when you are still at the top of the curve. SWIFT is already a successful global business, which has shown an excellent ability to sustain business growth.

Overall, I believe this is an exciting and opportune time to be joining SWIFT.

**I believe there is a hugely positive side to being a co-operative. We have a tremendous opportunity to engage with the community to collaborate and innovate in a way that is not possible in a typical commercial organisation.**

**You've been a professional yachtsman. Does that inform your approach to business?**

Racing in the Americas Cup helped show me the power of a well co-ordinated, focused and aligned team. You don't win sail boat races without a strategy, which the whole team understands, and unless everyone is relentlessly co-ordinated in the execution of the plan and focused on the end game. I think the same is true in business.

Strong winning teams don't create themselves spontaneously. They need to be built and nurtured. This is hard work and takes time. It starts with surrounding yourself, as Dennis Connors did in his Americas Cup Campaigns, with the best in the business, and then providing them with motivation and freedom to play to their strengths - or as Jack Welch would say, "hire good people and get out of their way".

Sailing has specialist practices and a unique language of its own - terms such as "gybing", "tacking" and "luffing". So too does our industry, and to be able to engage with and meet the needs of our customers we must understand and bring to bear our expertise in the language and practices of the financial community.

On the race course you are constantly aware of the competition. I always have a healthy respect for the competition. It is important to keep watching them and try to learn from them. Complacency is not an option.

The conditions on a sail boat can change very quickly. Being able to recognise the wind shifts and quickly respond to changing conditions is as important in winning sail boat races as it is in business.

**What do you believe are SWIFT's biggest opportunities in the securities industry?**

There are a number of exciting strategic initiatives and opportunities in the securities industry right now.

Firstly, I want to find out from the community and from the numerous securities experts within SWIFT what they think the opportunities are.

I don't think I should get into specifics before I've had the benefit of feedback. However, I'm happy to comment on a few of the opportunities I see.

There is an opportunity to add more third party applications so that our clients can leverage their secure, reliable SWIFT infrastructure and gain more value from their SWIFT connectivity.

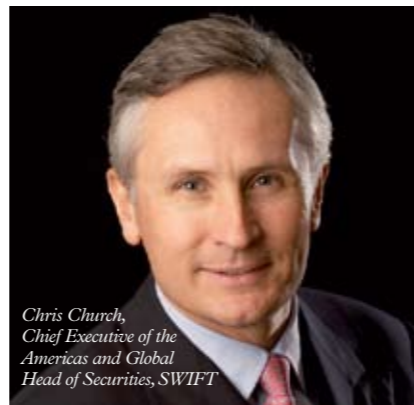
I think in the post-trade/pre-settlement space we can continue to opportunistically respond to market demand based on SWIFT's existing strengths. Our recently announced service for prime and executing brokers is a great example of how we can quickly respond to market needs in this area.

I also believe there are further opportunities for us to build on our existing strengths in

**All providers of solutions to the securities industry will find they are entering into more alliances and partnerships with organisations that were once seen as the competition. Welcome to the world of co-opetition.**

asset servicing and administration as well as in FX, derivatives and funds

Providing interoperability will be important, as will further developing our relationships with market infrastructures, and adding new market infrastructures.



Chris Church,  
Chief Executive of the  
Americas and Global  
Head of Securities, SWIFT

All providers of solutions to the securities industry will find they are entering into more alliances and partnerships with organisations that were once seen as the competition. Welcome to the world of co-opetition.

**What do you see as SWIFT's priorities for the Americas?**

The first thing I'm going to do is seek input from our customers and experts within SWIFT.

SWIFT has a great team here and I will be doing a lot of listening. I want to better understand all the growth opportunities and agree what are the activities that best serve our customers and SWIFT.

Off the bat, though, I see a number of key priorities:

- To continue to extend and deepen our relationship with our key customers in the region. In the Americas we have a number of SWIFT's largest clients and I believe there are enormous opportunities for growth in the region.
- To build the SWIFT brand in the Americas, both in the securities and payments sectors.
- To keep focusing on developing our business with market infrastructures in both payments and securities.
- To review the organisations with which SWIFT should partner and collaborate in the region.

The securities market in the Americas is one of the most vibrant and innovative and would benefit from the global opportunities I mentioned earlier. The potential for corporate participation is also vast.

We also need to further develop our strong regional emphasis, so that we are relevant to and can help our clients build their business. When our customers' business grows, our business grows as well. I am looking forward to getting to know everyone on the team and working closely with them in the coming months to help take SWIFT to the next level in the Americas.

## Decision time for Euroclear clients

*The time to choose how to access the Common Communications Interface is fast approaching.*

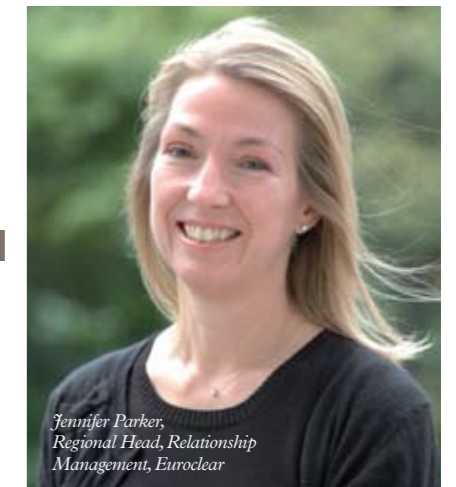
The migration to the Single Platform at pan-European settlement system Euroclear is about to enter a crucial period. The current phase, which involves the consolidation of Belgium, France and the Netherlands onto the single Euroclear Settlement of Euronext-zone Securities (ESES) platform, will close on 28 November, making way for the next phase – the launch of the Common Communication Interface (CCI). CCI will offer a single access point for the new unified platform. Following this, in Q4 2009, the group will launch single-platform custody for Euroclear Bank clients.

Given the imminent launch of the CCI, the SWIFT Auditorium session at Sibos, 'Your best route to Euroclear: CCI via SWIFTNet' is timely. "As early as October 2008, we will commence connectivity testing for CCI for a pilot group of our clients," says

Jennifer Parker, Regional Head, Relationship Management, Euroclear. "By this point, Euroclear clients should be well down the track of making the decision about who will be their secured messaging service provider."

Clients will have a choice of whether to use SWIFT or BT to communicate with the CCI. Both use standard ISO 15022 and ISO 20022 messaging. "My key message during the session will be to reinforce the benefits clients will derive as a result of Euroclear's Single Platform and the CCI, and the need now to work closely with their selected message service provider to gain those benefits," says Parker.

According to Parker, benefits of the Single Platform include harmonised access to, and processing for, Euroclear group market securities, cost savings through tariff reductions, cost savings from reduced network expenses and increased



Jennifer Parker,  
Regional Head, Relationship  
Management, Euroclear

opportunities for straight-through processing. Charles Welham, Head of Securities and Treasury Initiatives, Europe, Middle East and Africa, SWIFT, believes the session will offer delegates the opportunity to "listen and learn how your peers plan to successfully achieve this mandatory migration by integrating their high-value business through their existing SWIFTNet infrastructure."

**Your best route to Euroclear: CCI via SWIFTNet**

Monday 15 September – 11:00-11:45, SWIFT Auditorium

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Easy to implement and competitively priced SWIFTReady SEPA 2008 application qPayIntegrator Now available also on Microsoft BizTalk Accelerator for SWIFT

Join us at Stand C218 within sibos Vienna 13 - 19 September 2008  
Our SWIFT-certified experts will show you solutions to smoothly plan your SEPA compliance project, based on qPayIntegrator  
Share our view on the European payment market evolution, during the Special Interest Session, Public Institutions in SEPA Context on Tuesday, September 16th, 4 pm, in Lehar4 Conference Room.

## SWIFT at the centre

*How can SWIFT capabilities best be leveraged for an entire community*

**T**wo auditorium sessions during the week will explore how SWIFTNet can be deployed to bring benefits to a market as a whole by focusing on the infrastructure hub. This morning, Stephane Ernst, Product Manager, High-Value Payment Market Infrastructures, SWIFT, and Vincent Questiaux, Product Manager, Low-Value Payment Market Infrastructures, SWIFT will provide an overview of how SWIFT can be used in both high-and low-value payments markets. They will be joined by Jean-François Denis, Global Head of Electronic Payments, Fortis Bank.

On Thursday, Alain Raes, Head of EMEA, SWIFT, together with two SWIFT Board members, Arthur Cousins, Director, Strategy & Product Development, The Standard Bank of South Africa and Finn Otto Hansen, General Manager – Strategy – Risk Management, DnB NOR Bank, will share their candid views on how to make a SWIFT

project pay, both for the individual institution and for the community as a whole. Both banks anticipate significant – and quantifiable – savings from their SWIFT projects, notably in interacting with the infrastructures on which they rely.

### Building on infrastructure

“Market infrastructures have always been a way for us to create economies of scale for communities,” says Raes. Hubbing not only provides access to a new high-value payment system – often the inaugural community project – but also serves as a foundation for new services. “It’s an approach we’ve taken in many countries with very different economic profiles,” says Raes. He points to the success achieved across the diverse markets of Africa in recent years (see below). “By implementing SWIFTNet functionality at the centre,” says Raes, “you are not only enabling the community, but you are also making it more accessible to institutions outside the continent.”

### SWIFT for payment market infrastructures

Monday 15 September – 12:00-12:45, SWIFT Auditorium

### How to really make SWIFT pay: hard work and huge savings

Thursday 18 September – 11:00-11:45, SWIFT Auditorium



Alain Raes, Head of EMEA, SWIFT

## Africa on target

*African markets have shown what can be achieved by embracing SWIFT as a community resource*

**B**y leveraging the power of SWIFT, domestic and regional financial infrastructures across Africa have made enormous strides both in improving the operating environment and attracting the attention of foreign investors and institutions, says Arthur Cousins, Director, Strategy & Product Development, The Standard Bank of South Africa, and a SWIFT Board member. “In just a few short years, Africa has implemented RTGS systems virtually throughout the continent,” he points out. “The final countries are in the process of either implementing or planning to implement as we speak.” Only one country – Mauritania – while enjoying SWIFT connectivity, does not currently feel their market size warrants an RTGS system. Of those markets that either have implemented an RTGS or are in the process of doing so, the vast majority have selected SWIFT as the messaging platform for their RTGS. One of the largest, Nigeria, is in the process

of moving over to SWIFT. “There is also progress in other areas of market infrastructure, says Cousins. “On the ACH front,” he notes, “we have seen recent deployments in Uganda and Tanzania using SWIFT, while a number of securities markets are talking to SWIFT with the aim of improving their delivery-versus-payment (DVP) capabilities.” Besides South Africa, Tanzania, Angola and Zimbabwe have also implemented SWIFT for government and fixed income securities depositories. Meanwhile, Somalia, one of the last countries in the world to connect to SWIFT, is scheduled to go live this year. There are also regional initiatives where SWIFT is playing a role, says Cousins. SWIFT is deployed across two regional blocks in West Africa, while Comesa, comprising 20 countries in North, East and Southern Africa has begun deploying SWIFT in its cross border payment system. An East African regional initiative is also considering SWIFT in its integration project.



**In just a few short years, Africa has implemented RTGS systems virtually throughout the continent.**

Arthur Cousins, Director, Strategy & Product Development, The Standard Bank of South Africa

## Working together to streamline the supply chain

*How to reduce the stress of moving from LCs to open account*

**T**he world of global trade finance is changing rapidly. In the financial supply chain, a significant change has been the shift to open account trading from letters of credit, which has been creating work for banks while at the same time eating into traditional revenue streams. “The buzz around open account and supply chain finance is reaching fever pitch here. Banks globally are confronting the issue and trying to figure out how to best deal with it for their clients,” says Michael McDonough, Vice President, Global Trade Product Management, Bank of New York Mellon, and speaker on the

SWIFT Auditorium session, ‘SWIFT’s expanding supply chain portfolio: the art of co-operation.’

According to McDonough, the larger banks have been tackling the change to open account, but now small and mid-sized banks are entering the fray as demand from their clients for the service grows. “The topic of the presentation is basically: if you are going to get into this

**We’re trying to present a realistic picture of what’s involved in getting into open account. It’s nowhere near as easy as the letter of credit world was.**

Michael McDonough, Bank of New York Mellon

game, and we certainly think you need to if you are going to be a player in the trade finance market for your clients, here are some of the things you need to think about,” says McDonough.

The session is designed to provide some pointers on what to expect for banks that have not been through the change to open account. “We’re trying to present a realistic picture of what’s involved in getting into open account,” says McDonough. “It’s nowhere near as easy as the letter of credit world was. I think there are a number of medium and small-sized banks in the world that know they need to get into this market and really haven’t given it enough thought yet.”

**Through proactive partnership, SWIFT and the user community seeks to manage the impact of change. This is your chance to hear about what banks really need to consider and how SWIFT can help.**

David Hennah, Senior Product Manager, SWIFT

As part of the presentation, SWIFT’s David Hennah will be giving an overview of the various SWIFT solutions, such as the Trade Services Utility, that can help banks cope with change in the financial and physical supply chains. “Through proactive partnership, SWIFT and the user community seeks to manage the impact of change,” he says. “This is your chance to hear about what banks really need to consider and how SWIFT can help.”

### SWIFT’s expanding supply chain portfolio: the art of co-operation

Tuesday 16 September – 10:00-10:45, SWIFT Auditorium

## SWIFT helps automate OTC

*SWIFT’s offering in the pre-settlement space will be addressed in sessions on Tuesday and Thursday*

**A** session on Tuesday morning will offer an overview of the SWIFT’s recent and upcoming pre-settlement solutions. Until recently these comprised standards, messaging and matching – with matching focused on confirmations for FX. Now SWIFT is extending its coverage to include, for example, securities confirmations. “You’ll learn more about how SWIFT’s central matching application, Accord, is being extended to cover additional asset classes such as securities and OTC derivatives, and about new Accord functionality that goes beyond matching to automate pre-settlement processes,” says speaker Jan Dings, SWIFT Manager for Solutions Management, Broker/Dealers and Pre-Settlement Services.

In a separate session, Barclays Global Investors Principal Steve Goswell and Ahmad Sharif, Derivatives Global Product Manager at Bank of New York Mellon, will join Marie-Paule Dumont, Market Manager, Pre-Settlement Programmes, SWIFT, to discuss how SWIFT is improving processing of OTC derivatives and loans transactions.

SWIFT is expanding its network to allow the exchange of FpML messages, now the XML-based industry standard in the alternative investment space. The industry speakers will argue that using SWIFT improves their processing of OTC derivatives and loans transactions, and will explain how SWIFT-enabled automation both delivers scalability and reduces risk and operational costs.

**On the buy-side, volumes have grown significantly over the past few years – consistently with most of the industry – and we’re beyond the point where we can manage the flow manually. It was the natural choice to leverage the SWIFT infrastructure.**

Steve Goswell, Principal, Barclays Global Investors

### VOLUME GROWTH

Promising “a walk through both sides of the interface – buy-side and custodian”, Goswell notes that, “On the buy-side, volumes have grown significantly over the past few years – consistently with most of the industry – and we’re beyond the point where we can manage the flow manually. It was the natural choice to leverage the SWIFT infrastructure.”

BNY Mellon in August announced that it had achieved operational readiness for the automated trade capture of OTC derivatives through the SWIFT network. But Goswell cautions that the industry has yet to achieve critical mass in this regard. “We’re some way away from industry-wide acceptance,” he says. “So significant a jump has taken longer to be accepted than anyone expected. It’s ‘moved our cheese’, and it will take some time for us to get comfortable with the concept.”

### SWIFT’s solutions for securities pre-settlement: beyond FX, and beyond matching

Tuesday 16 September – 11:00-11:45, SWIFT Auditorium

### How SWIFT can be your partner for OTC derivatives and loans processing

Thursday 18 September – 09:00 – 09:45, SWIFT Auditorium

## Don't be the exception

### *Automating Exceptions & Investigations can improve internal processing and increase customer satisfaction*



Linda Koperda, Vice President, Global Payment and Trade Services, Bank of New York Mellon

Firms will have to position themselves to deal with the increased regulatory burden. Exceptions and Investigations offers a standardised tool that can alleviate the pain of compliance.

Linda Koperda, BNY Mellon

As competition among banks continually intensifies, services that increase customer retention, improve service efficiency and reduce banks' own processing costs are in great demand. In 'Turning Exceptions and Investigations into competitive advantage', SWIFT's Catherine Banneux will lead a panel discussion on the benefits – for banks and corporates – of adopting a SWIFT solution that has gained more than 40 bank users and several corporates since its launch in September 2007.

Fellow-speaker Linda Koperda, Vice President, Global Payment and Trade Services, Bank of New York Mellon, knows how automation of exceptions and investigations can improve internal processing and customer satisfaction. But regulatory compliance is where Koperda sees most value in SWIFT's Exceptions and Investigations solution. Differing regional approaches to implementing the Financial Action Task Force on anti-money laundering's (FATF) Special Recommendation 7 (aimed at strengthening customer identification measures in international and domestic wire transfers) meant that investigation volumes "skyrocketed" at BNY Mellon, which went live with SWIFT Exceptions and Investigations in August. "Following SR-7, we saw a notable increase in the stress and strain involved in carrying out investigations," says Koperda. "SWIFT's solution for Exceptions and Investigations offers a way of handling higher volumes of queries because it standardises the messages sent between counterparties during basic investigations, thus allowing staff to concentrate on more complex issues."

Koperda believes that the regulatory climate is such that all banks and corporates will inevitably experience rising volumes of queries. "It's a matter of when, not if, investigations will rise. Firms will have to position themselves to deal with the increased regulatory burden. SWIFT Exceptions and Investigations offers a standardised tool that can alleviate the pain of compliance," she says.

As well as exploring corporate drivers, the session will look at the benefits of creating a community for domestic E&I users, and the potential for the solution to be offered by automated clearing houses.

#### **Turning Exceptions and Investigations into competitive advantage: the time is now**

Tuesday 16 September – 12:00-12:45, SWIFT Auditorium

### **Working with distinction**

SWIFT has expanded its connectivity and messaging portfolio to take differing customer priorities into account

Recognising the differing priorities of such a diverse customer base, SWIFT is presenting three sessions on connectivity and messaging: one for low-volume users, one for existing customers and another for high volume users. A further session is dedicated to integration issues (see page 9).

Kosta Peric, Head of Innovation, SWIFT will be hosting the session for customers with low traffic requirements. "Delighting starts with finding out what our customers want and need, and changing when necessary to meet those needs," he says, "and that is what this session is all about. For low volume customers, we will focus on ease of use and reduction of the total cost of ownership, concentrating on Alliance Lite (see page 7), Kits and our future offering for Internet Connectivity."

For low volume customers, we will focus on ease of use and reduction of the total cost of ownership.

Kosta Peric, Head of Product Innovation, SWIFT

Existing customers attending the Wednesday session can expect a focus on harmonisation and integration, says Luc Van Bergen, Head of Interfaces Product Management, SWIFT. "It will provide an insight into how we plan to power up the Alliance portfolio to be the harmonised and modernised interface giving access to all SWIFT's services." Van Bergen will also present the new Alliance Integrator product for the integration of the customer back-office with SWIFT.

Institutions with large traffic volumes have specific requirements in terms of capacity, availability and integration capabilities as well as reporting and business intelligence. "For high volume customers, we will focus on scalability and performance, especially the connectivity enhancements, improved HSM capacity, the Alliance Lite distribution model for high-end customers and our directories and information products," says Willy Verhanneman, Head of Messaging, SWIFT.

We plan to power up the Alliance portfolio to be the harmonised and modernised interface giving access to all SWIFT's services

Luc Van Bergen, Head of Interfaces Product Management, SWIFT

#### **SWIFT's connectivity and messaging for customers with low traffic requirements**

Tuesday 16 September – 14:00-14:45, SWIFT Auditorium

#### **Integrating your business applications with SWIFT**

Wednesday 17 September – 09:00-09:45, SWIFT Auditorium

#### **SWIFT's connectivity and messaging: innovation and evolution for existing customers**

Wednesday 17 September – 14:00-14:45, SWIFT Auditorium

#### **SWIFT's connectivity and messaging: delivering value to high volume customers**

Thursday – 14:00-14:45, SWIFT Auditorium

## SWIFT unveils Alliance Lite

### *A new and very different way of connecting to SWIFT*



Kosta Peric, Head of Product Innovation, SWIFT

Alliance Lite is easy to order, easy to install and easy to use. It's a very different way of connecting to SWIFT

Kosta Peric, Head of Product Innovation, SWIFT

connection with a SWIFT-issued hardware security token. It supports both manual operations through a browser and integration with the back-office through a lightweight AutoClient. The first release, which will be demonstrated at Sibos, is geared to the needs of corporates and small financial institutions. As such, it supports FileAct and a limited number of MT format messages focusing on multibank payments initiation, cash reporting and foreign exchange transactions. A subsequent release will focus on firms in the funds industry.

#### **Pilot promise**

Some 20 SWIFT customers around the world have been piloting Alliance Lite. Feedback so far is very positive – something that Kosta Peric, Head of Product Innovation, SWIFT, believes is essential for a successful launch. "Alliance Lite is easy to order, easy to install and easy to use. It's a very different way of connecting to SWIFT" he stresses. "We are determined to make Alliance Lite right from the start."

Alliance Lite (see page 6) will be formally launched this afternoon. While complementing established members of SWIFT's Alliance family of connectivity products, it is designed specifically for low-volume users. An Internet-based connectivity option, Alliance Lite provides direct, secure, low-cost access to SWIFT without the need to install SWIFT-specific connectivity products at the customer site.

Alliance Lite is aimed at new SWIFT users exchanging less than 200 files and messages a day. It simply requires a standard Internet

## Creating a community of knowledge

### *swiftcommunity.net provides more than a sounding board*



Matteo Rizzi, Head of Community Channels, SWIFT

Launched 12 months ago, swiftcommunity.net was introduced so its members could debate, share best practice, network and advance critical dialogue. The service now boasts 8,000 members and over 100 communities.

On Tuesday morning at 09:00, Matteo Rizzi, Head of Community Channels, SWIFT, and Peter Hinssen, CEO of management consultancy and project management group, A-Cross, will lead a session with the aim of presenting concrete case studies of successful communities, sharing practical tips on how to best leverage this platform and to explain the benefits of membership. Hinssen will utilise his expertise as an outsider, to advise on further broadening community involvement. "I think they have a good critical mass of members, but now they just need to encourage greater participation," he says. "Members should see the platform as a platform of knowledge rather than an

Community engagement is one of the pillars, not just of the SWIFT 2010 strategy, but of SWIFT itself.

Matteo Rizzi, SWIFT

open discussion forum for the general public."

This year's Sibos will also see the introduction of an enhanced, smarter platform for swiftcommunity.net, both designed to be more interactive and encourage networking.

"Community engagement is one of the pillars, not just of the SWIFT 2010

strategy, but of SWIFT itself," says Rizzi. "Swiftcommunity.net is one of the most best channels to make this engagement a reality." More generally, says Rizzi, swiftcommunity.net provides a concrete example of collaboration within the financial industry context. "Together with Peter Hinssen, one of the most recognised authorities on new technology trends applied to business, we will demonstrate the value of collaborative technologies and, more specifically, how swiftcommunity.net brings new opportunities for consulting with your customers and peers." Sibos participants have been invited to log on to swiftcommunity.net in advance of the conference to suggest topics for discussion at the session.

#### **swiftcommunity.net**

Tuesday 16 September – 15:00-15:45, SWIFT Auditorium

## Business Assessment Programme

*How SWIFT can help identify operational improvements in different business areas*

Tuesday afternoon's session on 'Leveraging operational best practice: the Business Assessment Programme, will give operations professionals the chance to identify improvements that would deliver bottom line value for their businesses.

Such potential improvements often fall victim to mission-critical day-to-day activities. By providing a team of SWIFT specialists, SWIFT's Business Assessment Programme will identify ways for firms to improve operation efficiency, whether by automating fund order flows, implementing industry best practice in custody and asset servicing operations, or reviewing architecture to support new SWIFT services and standards.

Depending on the organisation's size and specific needs, there are four levels of analysis that can be undertaken. A business assessment will analyse two or more business areas and the underlying structure; an operational STP review will cover one business area and its associated infrastructure; a value review will look at the economic feasibility and benefits of a SWIFT solution along with the supporting infrastructure; and an operational readiness review will review business continuity procedures, disaster recovery and capacity.

Past beneficiaries of the service include ABN AMRO, Bank of New York Mellon and Fortis Bank. Commenting on her participation in

the SWIFT Auditorium session, Robin Arita, Managing Director and Head of Global Custody and SWIFT Product Management, Bank of New York Mellon suggests that best practices as they relate to handling corporate actions on behalf of clients are a key area of focus for global custody service providers. "SWIFT has done a good job in terms of continually enhancing the corporate action ISO15022 messages with each annual standards release," she says. "In addition, SWIFT also facilitates the Securities Market Practice Group (SMPG) forums and the harmonisation of SMPG recommendations cross-border through its semi-annual Global SMPG forum. I'm pleased to have the opportunity to participate in this session at Sibos, and look forward to sharing my experience relating to more effective use of SWIFT messaging and compliance with industry standards so as to improve services to our clients."

Also presenting at the session will be Pierre Blum and Yves Smeyers, both of the Business Assessment Programme, SWIFT, and Gilbert Kolbach, Head of Service Providers and Infrastructures at Fortis Bank.

### Leveraging operational best practice: the Business Assessment Programme

*Tuesday 16 September – 16:00-16:45, SWIFT Auditorium*

## Standards co-existence

*What are the implications for SWIFT customers?*

Most SWIFT customers are aware that the SWIFT network carries two different message formats: the MTs that have traditionally run over FIN and the ISO 20022 XML-based MX messages familiar to users of a number of SWIFT's newer solutions. The co-existence of MTs and MXs is a significant challenge for the SWIFT community. A session on Wednesday morning will therefore consider issues arising from the related topics of continued co-existence and, where appropriate, migration from one standard to the other. Approaches that customers can take to ease the period of co-existence will also be outlined.

Just as actual take-up of ISO 20022 varies across business domains, so does the rationale for migration. On the one hand, the ISO 20022 standardisation process allows for greater precision and therefore leaves less room for differing, incompatible interpretations. Beyond the message content, however, there are advantages in terms of both cost and time in minimising the need for translation between standards. Nevertheless, the case varies from business to business.

"MT-MX coexistence impacts every single member of the SWIFT community," says Malene McMahon, Business Manager, Standards, SWIFT, who will be hosting the session. "We want to ensure that everyone has an opportunity to both understand this challenge and voice their opinions on the approach and the pace of change."



Malene McMahon,  
Business Manager, Standards,  
SWIFT

MT-MX coexistence impacts every single member of the SWIFT community. We want to ensure that everyone has an opportunity to both understand this challenge and voice their opinions on the approach and the pace of change.

Malene McMahon,  
Business Manager,  
Standards, SWIFT

### Co-existence – what does the shift from MTs to MXs mean to you?

*Wednesday 17 September – 10:00-10:45, SWIFT Auditorium*

## Making the most of SWIFT's partner model

*SWIFT programmes can help customers choose the right partner*

Financial institutions engaging with SWIFT rarely begin with a clean slate. Most will already have technological processes embedded that will need to be taken into account. Two sessions, on Wednesday and Thursday respectively, will help customers understand what help is available from SWIFT and its network of partners to maximise the benefits that SWIFT can bring.

To help customers assess the expertise of its partners, SWIFT operates certification programmes to validate solution providers and their capabilities.

Tuesday morning's session focuses on integration. Three SWIFT specialists, Patrik Neutjens, Head of Partner Management, Alain Drese, Head of Integration Services, and Victor Abbeloos, Senior Manager, Product Innovation, will outline a range of integration and service solutions, covering broad requirements related to standards translation, reference data access, technology platforms, co-operation and multi-network environments. It will cover both SWIFT's own integration services expertise and the SWIFTReady EAI partner framework as well as SWIFT's new Alliance

Integrator product.

Thursday's session, led by Aydin Erol, Head of Global Partner Programme, Customer Service, SWIFT, addresses the process of choosing the right supplier, taking into account a firm's individual needs.

### Certification and labelling

SWIFT has established a working relationship with various regional and global companies, including application vendors, interface providers, integration experts, connectivity providers and local agents for sales. To help customers assess the expertise of its partners, SWIFT operates certification programmes to validate solution providers and their capabilities. All companies registered with SWIFT Partner Management are classified into one of three categories:

#### - SWIFT registered vendors

This is the entry level into SWIFT partner programmes. All of these partners receive access to the appropriate SWIFT information, testing tools and development products from SWIFT.

#### - SWIFTReady solution providers

These have one or several SWIFT certified solution components: SWIFTReady applications, SWIFTReady services or a connectivity offer (interface or service bureau).

#### - SWIFT Regional and Global Partners

These firms have built a joint customer value proposition and a close commercial and marketing relationship with.

"The SWIFT partner model has recently

If you are involved in selecting, implementing and maintaining solutions around your 'mission-critical' SWIFT system, Thursday's session will reveal how you can save time, effort and cost.

Aydin Erol, SWIFT

been revised to align the number of partnership profiles for the benefit of SWIFT customers," says Erol. "So, what are these benefits? If you are involved in selecting, implementing and maintaining solutions around your 'mission-critical' SWIFT system, Thursday's session will reveal how you can save time, effort and cost when looking for the best fit for your requirements," says Erol.

The latest information about the SWIFT partner programme is available at [swift.com/partners](http://swift.com/partners), which also lists those providers that successfully completed their certification in 2008.

### Integrating your business applications with SWIFT

*Wednesday 17 September – 09:00-09:45, SWIFT Auditorium*

### How you benefit from SWIFT's new Partner model

*Wednesday 17 September – 15:00-15:45, SWIFT Auditorium*

**EBA CLEARING** **ABE EBA**  
**EURO BANKING ASSOCIATION**

# SEPA & PE-ACH: meeting the banks' evolving requirements

**Our session: 17<sup>th</sup> September 2008 from 14:00 to 15:00** **Our stand: C303**

## HEAD: Easing the flow of cross-border worker payments

Banks are now taking an interest in a business area with high potential growth

Wednesday afternoon will give Sibos delegates a chance to learn about Workers' Remittances, SWIFT's cross border, person-to-person payments solution. The remittance business is growing rapidly, especially in countries such as India and South Africa, where expatriate workers need to send funds to their families who may well not have access to formal banking services.

Recent data from the World Bank put the size of global remittances to developing countries at USD 251 billion, a figure that is expected to increase by 30% year-on-year.

Until fairly recently, banks had been reluctant to take on the regulatory risk and compliance issues of handling the funds of migrant workers and were neglecting the opportunity to invest in a potentially massive market. "Banks have, in the past, not given this business the attention it deserves," says Arthur Cousins, Director, Strategy & Product Development, The Standard Bank of South Africa, who chairs the SWIFT Workers' Remittances Advisory Group. "They have not considered the long-term benefits that can accrue from modest investments in this area."

Recent data from the World Bank put the size of global remittances to developing countries at USD 251 billion, a figure that is expected to increase by 30% year-on-year.

SWIFT's Workers' Remittances solution is designed to provide a low-cost and efficient platform for banks to support person-to-person payment services with their bilateral counterparts. It encompasses market practice rules, messaging, and reference data services, tailored for this particular market.

The session will be hosted by Michael Whyte, Senior Product Manager, Workers' Remittances, SWIFT, who will be joined by Arthur Cousins.

### SWIFT's solution for Workers' Remittances: ready for roll-out

Wednesday 17 September – 16:00-16:45, SWIFT Auditorium

## Real benefits from real-time reporting SWIFT's Cash Reporting solution promotes quicker decision making



Louise Gorman,  
Managing Director,  
Product Executive,  
Account and Information  
Services,  
J.P.Morgan

Treasuries are having to do more with less... They want to be able to make decisions quickly and want to manage balances in real time to optimise returns.

Louise Gorman,  
J.P.Morgan

The rapid application of cash is becoming more important in all business sectors. From broker-dealers to service firms to manufacturers, access to detailed real-time information on cash transactions and balances can make a critical difference. In 'Reaping the benefits of real-time cash reporting', panellists will highlight real-life examples of how the service is supporting quicker decision-making and more effective use of cash.

Based on the new generation of MX messages, SWIFT's Cash Reporting solution is designed to provide real-time intraday information in an automated and standardised way from multiple banks. "Firms in different sectors and circumstances will reap different rewards from SWIFT's Cash Reporting solution," says speaker Louise Gorman, Managing Director, Product Executive, Account and Information Services at J.P.Morgan. "But we've found that the common themes across clients are visibility, value and velocity."

According to Gorman, users of Cash Reporting are able to gain visibility on a more frequent basis into fund movements

across multiple accounts, can add value by more effective management of account positions without additional resources, and can benefit from increased velocity and integration of information flows through improved decision making.

Gorman cites two technology manufacturing clients that have used the extra levels of detail supplied by MX messages to match incoming payments to invoices automatically, thereby releasing goods and credit to clients more quickly. "The MX series messages provide a level of detail on an intraday basis that MT messages just weren't designed for," she says.

In a session that reflects the challenges and priorities of different sectors, Gorman says common themes resonate strongest. "Treasuries are having to do more with less," she says. "As advisors to the business, they don't have time for the 'administrivia'. They want to be able to make decisions quickly and want to manage liquidity in real time to optimise returns."

### Reaping the benefits of real-time cash reporting

Thursday 18 September – 10:00-10:45, SWIFT Auditorium

## How standard are corporate action messages? SWIFT explores the hurdles in automating corporate event data

Messaging standards for corporate actions have existed for some time – the ISO 15022 versions were introduced in 2001. However, these standards by themselves are not enough to achieve greater automation and straight-through processing of corporate actions data. The standards also need to be implemented consistently across markets and participants, and unfortunately, users have interpreted the standards in different ways.

Solving this problem will be the key theme of the SWIFT Auditorium session at Sibos, 'Beyond the standard: improving corporate actions data quality.' "The subject of corporate actions messaging standards is very important now; first, because uptake could be better, and secondly, as people use the message, they are finding that it is not as perfect as they had hoped," says Ted Rothschild, Executive Director, J.P.Morgan, and a speaker on the session. "There is still a lot of interpretation of the standards."

Rothschild believes there are number of areas where improvements could be made. "There needs to be more focus on the

use of the messages in both directions – sending notifications out to customers and getting instructions back," he says. "And there needs to be a focus on continued improvement of the standard itself, such that everybody across the board gets better straight-through processing out of it."

There needs to be more focus on the use of the messages in both directions – sending notifications out to customers and getting instructions back

Ted Rothschild,  
J.P.Morgan

One tool SWIFT has developed to help monitor the effectiveness of standards and their adherence to market practices is the Simulation Testing and Qualification Service (STaQS) for corporate actions. Rothschild believes this will play an important role in improving standards, and could even be employed for other lines of business and message types.



Ted Rothschild,  
Executive Director,  
J.P.Morgan

"Current users of the message – custodians – can use the STaQS tool, get a look at their messages, and really get an understanding of how up to snuff they are or where they still need to make some investment in improving the messages," he says.

### Beyond the standard: improving corporate actions data quality

Thursday 18 September – 12:00-12:45, SWIFT Auditorium

## Sibos Forums – SWIFT in context

Three separate forums with a dedicated business focus will have their own SWIFT-specific content

Three forums will run concurrently with Sibos, covering Standards, Corporates and Fund and Investment Managers. These will draw on a combination of main conference events and dedicated sessions to drill down on matters of interest to their specific audiences. Each forum programme, however, contains opportunities to learn more about SWIFT's involvement with the business or operational area concerned.

### THE STANDARDS FORUM

Now celebrating its fifth anniversary, the Standards Forum will be open throughout the Sibos week with its own dedicated stand (A715) in the exhibition area. It will include several SWIFT-related sessions including:

#### Coexistence – what does the shift from MTs to MXs mean to you?

Tuesday 16 September – 10:15-11:00

#### The SWIFT Standards Repository: An implementer's view

Tuesday 16 September – 14:15-14:45

#### Customers first in Standards

Tuesday 16 September – 15:00-16:00

#### Co-existence – your questions answered

Thursday 18 September – 11:15-11:45

### THE FORUM FOR CORPORATES

The Forum for Corporates takes place on Monday and Tuesday and is dedicated to 'SWIFT for Corporates'. It is designed for treasury and cash management professionals from corporations and banks. "Based on feedback from last year," says Luc Meurant, Head, Corporate Access Programme, SWIFT, "the programme has been extended to explore banking services on SWIFT beyond cash, such as trade and exceptions & investigations." The needs of mid-sized corporations will also be addressed. Among sessions likely to attract a broad audience are:

#### Making a compelling case to join SWIFT

Monday 15 September – 16:00-17:00

#### Growing your market share using SWIFT

Tuesday 16 September – 10:00-10:40

### THE FUND AND INVESTMENT MANAGEMENT FORUM

The Fund and Investment Management Forum, now in its fourth year, will run on Wednesday and Thursday, providing a mix of dedicated conference sessions and networking opportunities for investment managers and their counterparties. SWIFT-specific sessions include:

#### SWIFT's value proposition for investment managers

Wednesday 17 September – 09:00-10:00

#### Alliance Lite for investment managers

Wednesday 17 September – 14:00-15:00

Details of all sessions are available in the Sibos programme.

# SWIFT stand: all change

*This year's SWIFT stand aims to be the exhibition highpoint*



**I**n addition to a stunning new visual identity, the SWIFT stand will this year include a number of innovations designed to further enhance the customer experience at Sibos. Participants at previous Sibos events will be struck by a new look and feel both for the stand and for all SWIFT's promotional material.

The changes are a direct response to the feedback received from previous years. "It's about creating a more fluid environment and making the user experience as dynamic as possible," says Andrew Carrier, Head of Marketing Communications, SWIFT.

Among the innovations this year are a series of 'showcase sessions' in an open theatre at the front of the stand. "These will be short, snappy information sessions about what SWIFT can do to help your

business," says Carrier. A schedule will be available on the stand, allowing visitors to pick a convenient slot for any sessions that interest them. "Following the showcase presentations, visitors looking to follow up will find further information and product demonstrations on the stand. The demo area will be fully integrated into the main networking area of the stand, staffed by SWIFT's market and product specialists.

SWIFT has also decided to tackle what has become an 'inevitable' by-product of modern exhibitions: mountains of paper. "All of the information about our products is available electronically on one convenient memory stick – yours to takeaway," says Carrier.

Finally, a dedicated team of Stand Hosts will be on hand to ensure that visitors' expectations are met in a timely and stress-free manner.

## Share your views and be rewarded

Visit the SWIFT stand and enter the daily draw to win a portable video camera!

To be eligible, simply drop off your business card with the [swiftcommunity.net](http://swiftcommunity.net) team, who have their own, clearly signed area within the stand; and post a comment on [swiftcommunity.net](http://swiftcommunity.net), telling us about your experience on the SWIFT stand, what you liked, what you didn't and your ideas for improvement for next year.

You can post from the dedicated [swiftcommunity.net](http://swiftcommunity.net) machines on the SWIFT stand, the MySibos terminals dotted around the conference centre or, of course, from any other Internet-enabled PC.

The winner will be announced daily at 16:00. Winners will be notified by email and mobile phone. Those of you who post comments after 16:00 will be entered into the following day's draw.

Feel free to enter every day. We'd love to hear your thoughts!

For more details and to enter the draw, please visit: [www.swiftcommunity.net/swiftstand](http://www.swiftcommunity.net/swiftstand)

## Credits

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