

## SWIFT in EMEA

*Alain Raes, chief executive, Europe Middle East and Africa (EMEA), SWIFT, discusses his expectations for Sibos in Amsterdam.*

**H**aving joined SWIFT in 1990, Alain Raes was appointed head of the EMEA Region in September 2007. He was previously director of the Continental Europe region, covering securities and banking sales. He spoke to *SWIFT@Sibos* about the cooperative's activities in the EMEA region over the past year and how these are being reflected at Sibos.

### What innovations should returning delegates expect to see at Sibos 2010?

There are a few new aspects to Sibos that I think participants will appreciate, whether veterans or newcomers.

On the conference side, we are introducing three 'In Conversation' sessions. These are one-on-one professional interviews with very senior industry executives. We have Stephen Hester, group CEO, RBS, Martin Blessing, CEO, Commerzbank and Tim Howell the new CEO of Euroclear. The first two have led their institutions through the turmoil in the financial industry and having their perspective in a one-to-one interview should

be very interesting. Tim Howell, on the other hand, has been in his post for a few months and may have a different perspective on the challenges ahead.

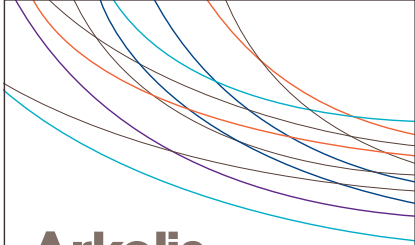
We are changing the timing of the SWIFT plenary to Tuesday afternoon. We have a lot to say about our new strategy and more especially the benefits that we believe it will bring to our clients.

At the level of the exhibition, we are introducing the concept of an interactive workspace that is going to be at the heart of the exhibition area. We will run a series of workshops there and the approach is really to try and foster informal, interactive discussions, mostly facilitated by the SWIFT Innotrube team. Anyone that is passing by can participate.

Although not new in itself, we have also reinstated a closing event to give people a final to network before going home.

### What were SWIFT's key successes and challenges in the EMEA region over the past year?

We've made some major breakthroughs in




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terms of corporate connectivity and the bank-to-corporate messaging flows. I'd point in particular to the ETEBAC replacement project in France, where SWIFT has been selected as one of the two providers of messaging channels. To provide that service, we have established a number of partnerships, including one with Orange Business Services,

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Alain Raes, SWIFT

which will have more information available at its booth in the exhibition hall. Similarly, we recently announced a cooperation agreement with Isabel in Belgium (See page 4), which will also have a stand in the exhibition. Discussions are ongoing with other e-banking communities in Europe and I expect further developments in the months ahead. So far we are very encouraged by the level of interest.

We are continuing to expand through several initiatives in the market infrastructure space in both banking and securities. We have connected a number of central clearing counterparties (CCPs) to the SWIFT network, including EMCF, which has been highly successful.

From a CSD perspective, we are collaborating with Link-Up markets and are looking forward to responding to the T2S RFP. That is one of our key challenges in the next couple of months.

In the low-value payment area, we have made some significant breakthroughs in emerging markets while in the ACH space, we have begun a major project with the

German RPS retail payment system.

My feeling is that SWIFT is bringing the right value proposition at the right time to the market infrastructure space and is gaining substantial market share. The new fixed fee pricing approach that SWIFT has taken over the last two years has clearly helped us leverage these opportunities.

**How do these developments feed into the new SWIFT2015 strategy?**

To summarise SWIFT 2015 in a few words, it is about focusing on core growth, on TCO and interoperability, and on selected adjacencies. What we are doing with corporates, market infrastructures and correspondent banks fits very much into the first category and is a continuation of what we have been doing for the past couple of years.

When it comes to TCO and interoperability, our cooperation with Link Up Markets is a good example of the latter, while the rapid growth of our consulting services is a sign of the community's interest, both collectively and individually, in reducing TCO. Our acquisition of AMH (See page 12) plays into the same space.

Lastly in the area of adjacencies, our initiative with Accord Securities to link our global central trade matching solution for equities and fixed income trades to multiple CCPs has already gained the commitment of eight such institutions.

Participants will be able to hear more on all of these developments over the course of the Sibos week.

**What are you personally most looking forward to at Sibos?**

On the one hand, Sibos is a market event and I am clearly looking forward to attending a number of sessions where major issues will be aired: I'm thinking of the 'In Conversation' sessions and some of the big issue debates, as well as gauging the reaction of the solution providers. At the same time Sibos is also a commercial event and I want to meet as many customers as possible.

**Do you have any advice for first time attendees?**

It may sound obvious, but you need to define a certain limited number of objectives and organise your week around them. If you try and do everything that appeals to you, you'll be overwhelmed. After all, this year's Sibos is likely to be the largest ever. We expect over 8,000 delegates and over 200 exhibitors.

**SWIFT Auditorium sessions**

To complement the main Sibos conference sessions, SWIFT is mounting a rich programme of information sessions and case studies. Join us on the SWIFT stand throughout the week for the latest information on our portfolio of solutions, products and services to support your business.

**Monday**

- 10:00 - 10:45:** Case study: SWIFT consultants help you to make your business process more efficient
- 11:00 - 11:45:** Launching the Global Payments Reference Data Utility  
*Paolo Bernini, Head of Reference Data, SWIFT*  
*Barry Kisingbury, Global Solutions Manager, Misys*
- 12:00 - 12:45:** Alliance Lite: more features, cost savings across markets  
*Alex Ozanne, Senior Project Manager, Kleinwort Benson Channel Islands*  
*Dirk Van Achter, Senior Product Manager, SWIFT*
- 16:00 - 16:45:** How Accord matching increased our back-office STP. A case study  
*Jan Dings, Head of Accord, SWIFT*  
*Dennis Sweeney, Senior Director & Group Head Treasury Operations, Neevedge Group (UK branch)*
- 17:00 - 17:45:** Alliance Connect: evolution of SWIFT's connectivity offer  
*Steven Maerschalk, Senior Product Manager, SWIFT*

**Tuesday**

- 09:00 - 09:45:** Use SWIFT solutions to reduce your liquidity risk  
*Catherine Banneux, Senior Market Manager, SWIFT*  
*Bart Claeys, Product Manager, Business Intelligence, SWIFT*
- 10:00 - 10:45:** Access 7.0: ready for the big wave?  
*Eric Aerts, Senior Product Manager, SWIFT*  
*Ton Versteeg, Vice President, Product Development & Management Payment Services, Rabobank Nederland*
- 13:00 - 13:45:** How are banks and corporates working together to ensure supply chain efficiency?  
*Daisuke Kamai, Manager, Trade Business Division, The Bank of Tokyo Mitsubishi UFJ*  
*Connie Leung, Head, Trade & Supply Chain Markets, Asia Pacific, SWIFT*  
*Alicia Say, Corporate Planning & Business Development Manager, TradeVan*  
*Xiong Yuanmeng, Senior Manager, The Bank of China*
- 15:15 - 16:00:** How the Arkelis acquisition supports our 2015 strategy  
*Speakers tbc*
- 16:15 - 17:00:** Revolution or evolution in securities post-trade?  
*Arun Aggarwal, Managing Director UK, Ireland and Nordics, SWIFT*  
*Marco Strimer, CEO, SLX x-clear Ltd*
- 17:15 - 18:00:** The power of Business Analytics  
*Bart Claeys, Product Manager, SWIFT*  
*Neal Livingstone, Global Head of Client Access, Standard Chartered Bank*

**For more efficient networking go to:**  
**www.mysibos.com**

## Wednesday

**09:00 - 09:45:** How to create a new paradigm in asset servicing

*Arun Arumachalam, Product Strategy, TCS BaNGS Capital markets*

*Andrew Chapman, Business Technology Manager, Global Fund Financial Services, Vanguard*

*Max Mansur, Global Market Manager Asset Servicing, SWIFT*

*Steven Sloan, Vice-President, Global Custody U.S. Asset Servicing Product Manager, J.P. Morgan*

**10:00 - 10:45:** Case study: SWIFT consultants help you to reduce cost and risk of your SWIFT infrastructure

**13:00 - 13:45:** On-site or as a service – E&I is easy to implement

*Peter Hasko, Chief Sales Officer, Digital Systems*

*Jeremy Phelps, Lead Business Systems Analyst, Global Operations, BNY Mellon*

*Wim Raymaekers, Head of Banking Market, SWIFT*

*Stefan Völk, Director, Interbank Relations, Abanka*

**14:00 - 14:45:** SWIFT for Payment Market Infrastructures: Efficient support to successfully renew payment clearing and settlement systems

*Stephane Ernst, Market Manager for High-Value Payment Market Infrastructures, SWIFT*

*Ed Kelsey, Manager, Payment Systems and Communications, Market Services Division, HO-G, Banking Services, Bank of England*

*Paul Landvoogt, Department Manager, Product Development, Equens*

**15:00 - 15:45:** Implementing standards with the Standards Developer Kit

*Jamie Harwood, Vice President, Global Financial Messaging, Citi*

*Adam Moulson, Head of Standards Implementation, SWIFT*  
*Theodore Rothschild, Executive Director, Treasury and Securities Services, J.P. Morgan*

**16:00 - 16:45:** Integrator – protecting your application investment

*Fredda Cole, Senior Product Manager, SWIFT*

*Banavar Venkatanarayan, Senior Vice-President, Akshay Software International Inc.*

**17:00 - 17:45:** Trading information with multiple banks – a win-win for corporates and banks alike

*Kimmo Helle, Vice President, Treasury Development, Metsa Group Financial Services Oy*

*Urs Kern, Senior Market Expert, Trade and Supply Chain, SWIFT*

*Nick Pachmez, CTO, GlobalTrade Corporation*

*Claus Asbjorn Stehr, Head of Trade and Project Finance, Nordea*

## Thursday

**09:00 - 09:45:** Increasing e-invoicing network reach through SWIFT – banks and non-banks joining forces

*André Casterman, Head of Trade & Supply Chain, SWIFT*

*Markus Hautala, Director, Tieto*

*Ifor Williams, SVP, Fundtech FSC*

**10:00 - 10:45:** How to benefit from SWIFT's partner portfolio of products and services

*Frank Smits, Head of SWIFTReady Programme, SWIFT*

**11:00 - 11:45:** Transforming collateral management: how bi-lateral and tri-party messages can mitigate counterparty and credit risk

*Banu Apers, Senior Market Director, Securities Markets, SWIFT*

*Fabrice Tomenko, Global Securities Financing, Head of Collateral Management, Clearstream Luxembourg*

**14:00 - 14:45:** SWIFTNet 7.0 messaging and security

*Pieter Herrebout, Senior Product Manager, SWIFT*

*Isabelle Noblesse, Product Manager, SWIFT*

**15:00 - 15:45:** Sanction screening

*Andy Schmidt, Research Director, Global Payments, Tower Group*

*Nicolas Stuckens, Manager AML and Sanctions Initiatives, SWIFT*

## A warm welcome to Sibos in Amsterdam!

The stage is set for a packed week – the conference, the exhibition and a multitude of networking and business opportunities with well over 7,000 people from within our industry.

Look out for what's new this year – more hands-on work sessions to advance critical dialogue in our dedicated interactive workspace on the exhibitor floor; a range of initiatives to make Sibos greener; daily video updates on [www.sibos2010.com](http://www.sibos2010.com) and for those of you with an i-phone, we're piloting our very own Sibos app: the handheld version of the Event Guide you will have found in your (recyclable) Sibos briefcase. And I'm sure you'll have noticed that we've reinstated a closing event on Thursday evening to provide a final networking opportunity before we return home.

Don't forget MySibos as the means to stay in touch with what's happening during the week and get in touch with other Sibos participants.

The SWIFT business team look forward to welcoming you to the SWIFT stand – which is also where the SWIFT Auditorium is located this year. And if you plan to attend the SWIFT Plenary, please note that it's taking



place on Tuesday at 14.00 (rather than Monday as in the last few years).

On behalf of the entire SWIFT team who have been busy preparing Sibos for many months, let me wish you a busy, productive and valuable Sibos experience.

Thank you for joining us.

*Rosie Halfhead, head of stakeholder relations, SWIFT*

## Streaming highlights

*The Sibos programme is categorised into 12 streams corresponding to business areas of interest. SWIFT@Sibos asked three of the SWIFT organisers, responsible for standards, corporates and innovations, to outline SWIFT's own contribution to their specific stream.*



### Dana Brants, manager, standards initiatives, SWIFT

"First of all, we're hoping for a big attendance. Last year, the Standards Forum had 1,500 visitors over the course of Sibos week and during our preparation for this year's event we've had a lot of feedback from delegates about the kinds of topics they'd like discussed. The Standards Forum is now a very established part of Sibos that people expect to see.

This high level of interest also reflects SWIFT's ongoing engagement with the standards community throughout 2010. Last year, Hong Kong was our main event

on the standards side, but since then there have been a string of forums in New York, London, Beijing, Tokyo and Barcelona. The Standards Forum has moved around the world since Sibos 2009 generating a lot of publicity, enlarging its audience and raising awareness of SWIFT initiatives, including work with other standards organisations.

Sibos 2010 will also provide a further opportunity to explain SWIFT's position on ISO 20022; for instance, Martine de Weirdt's session (09:00, 25 October), entitled 'If interoperability is the answer, is coexistence the question?' aims to make our strategy and its implementation more tangible. There's still a lot of education required around ISO 20022 but we're also emphasising that the train has left the station: ISO 20022 is no longer just theoretical and is already bringing benefits to organisations. One of the things we're most excited about for Sibos 2010 is the 'Food for Thought' lunchtime sessions at which we'll have senior managers talking about the role of standards and will also launch our 'ISO 20022 For Dummies' book (12:30, 26 October)."

## Streaming highlights continued



### **Kosta Peric, head of innovation, SWIFT**

"Innovation does not exist in a vacuum, which is why we were keen to follow up on Sibos 2009's innovation competition with a session this year (16:00, 26 October) that explains 'What happened to EmE?'"

If ever there was a time for banks to consider new ways of doing things, it is now. For many reasons, not least the current financial situation, this is the moment of change and the pace is only getting faster. Innotribe tries to bring people together to think about how to react to changes in the market with the aim of developing new ideas for SWIFT and its community. But it's not necessarily about the 'killer app'; it's just as important to adopt an open and collaborative mindset on an everyday basis.

One new development for this year is The Long Now stream. Just like the project that inspired it, this is about looking into a point in the future and thinking about what we need to do today to arrive at a desired situation. If you are able to zoom out and take in the big picture, it's often easier to understand rapid change.

Technology-driven change is of course all

around us, but banks need to understand the nature of the change or risk missing the boat. Take mobile payments; this is not just an opportunity for telcos, but also for banks. We're also in an environment in which entire countries are able to leapfrog others into totally new paradigms by adopting new technologies. By definition these are areas for collaboration; a single bank can't make the difference in this domain.

A key question is how should banks respond to the arrival of Generation Y, i.e. the people that have grown up in an interactive, internet-enabled age and as such have a particular relationship with technology? Reorientating bank services toward these new consumers is a challenge in itself, but they will also be employees and, ultimately, executives in the future."



### **Luc Meurant, head of banking, supply chain and corporate markets, SWIFT**

"For the Forum for Corporates, the main change from Sibos 2009 is that it now encompasses both cash and trade. It's increasingly relevant to talk about cash and treasury management in the context of financial supply chain efficiency initiatives

such as the Trade Services Utility (TSU) and e-invoicing.

Although corporate connectivity is on the rise – we're currently approaching 700 corporate users – SWIFT's objective is to reach 5,000 by 2015. In recent quarters, the ongoing impact of the financial crisis has reinforced the benefits of using SWIFT, for example in improving visibility of available funds. We are very much at the start of our journey, but Sibos 2010 will explore a number of themes and developments that we hope will accelerate uptake.

First, we're beginning to see the development of additional services being offered by banks to corporates over SWIFT. One example that will be launched at Sibos 2010 is the new 3SKey (SWIFT Secure Signature Key), a bank-neutral secure signature solution that can verify an individual's digital identity for the purposes of payment initiation and other common banking tasks. This is an issue in all markets, but there has been a particular need in France – where we ran a pilot scheme – which has been migrating from the existing ETEBAC protocol.

Second, SWIFT is responding to the need to rationalise processes for opening and closing bank accounts. Traditionally this process has been very paper-intensive, but recent years have seen the development of electronic bank account management tools. Banks are increasingly keen for SWIFT to become involved and we're working with a number of them on a feasibility study on creating a standard mechanism, a multibank portal.

Finally, TSU, which had previously been a bank-to-bank service supporting trade finance transactions, is now open to corporates. We're very pleased to be highlighting a number of case studies at Sibos 2010 from corporates that have already gone live."

## **KBC Bank to connect over SWIFT to Isabel**

*Reuse of SWIFT ensures lower TCO*

**O**n 1 October 2010, SWIFT and Isabel, the provider of professional eBanking applications to 110,000 corporates and SMEs in Europe, announced an agreement to offer Isabel eBanking applications exclusively over the SWIFT network.

The ultimate objective of this partnership is to extend Isabel's reach by allowing corporates to access the more than 9,500 financial institutions in 209 countries connected to SWIFT's network. In a first phase Isabel will offer its member banks the opportunity to use their current SWIFT connectivity to connect to Isabel's payment solutions.

KBC, an integrated bancassurance group with a leading position in Belgium and Central Europe, will be the first bank to migrate its current Isabel flows to SWIFT,

using FileAct. With its existing system coming to end-of-life, KBC had in any case to review its connectivity to Isabel. "Re-using our robust SWIFT infrastructure was the most logic step," says Kristine De Lepelre, general manager international cash management and cash clearing, KBC. Higher availability, performance and resilience, coupled with a lower total cost of ownership and broader monitoring facilities were the main drivers for KBC in taking this decision.

*To hear more about the cooperation agreement, including a presentation by KBC on its business case, come to room D503 in the Elicium (near the main entrance) at 14:00 today.*

# What SWIFT traffic can tell us about the real economy

*Traffic flows within SWIFT's ecosystem provide a useful indicator of global economic performance.*

**G**iven its presence at the heart of global financial messaging flows, it is hardly surprising that SWIFT traffic is closely associated with and impacted by the economic environment.

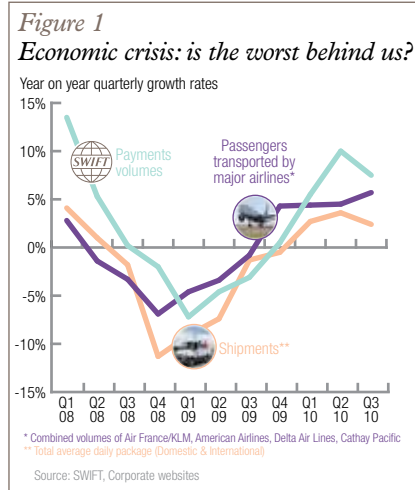
In a special session this morning, Andre Boico, director, head of pricing and business analysis, SWIFT, will present selected insights from work that has been conducted by SWIFT's business analysis team to identify correlations between SWIFT traffic and other economic data. "By looking carefully at SWIFT traffic, we can better understand the big economic trends," says Boico. "Some of the correlations are quite startling."

By way of example, Boico compares SWIFT traffic flows with external data on the transport of passengers and goods over the past two years (See Figure 1).

"Since the beginning of 2009, all three sets of data show a recovery in activity," he observes. "Had you asked me in January or February last year, I might have predicted that we were heading for a double dip. However, our growth is now back to 2008 levels. Based on what I see today in terms of traffic trends, I do not think we are likely to experience anything remotely similar to a double dip."

Boico's assessment is necessarily tentative. "I am still asking myself how robust the recovery is," he says. "In any event, it will take some time to get back to the growth levels experienced between 2000 and 2008."

The downturn in traffic in Q3, 2010 is, however, a reflection of a standard summer pattern, says Boico. "For the last 30 years,

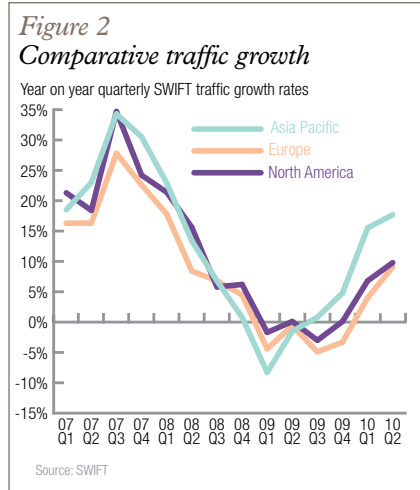


SWIFT has had a slowdown in activity in July and August," he points out. Activity in September and the first half of October is back to pre-summer levels. "The only exception to this annual trend was in the early days of the crisis. August 2007 was a peak traffic month, but that was unusual," says Boico. "In retrospect, we should perhaps have read more into that."

### Regional differences

Boico will also explore the pace of recovery in different regions and markets. "Since the beginning of the year, Asia Pacific has shown both the fastest recovery and the highest volatility in SWIFT traffic terms," says Boico (See Figure 2).

"I will be looking at the traffic flows between Asia and the rest of the world as well as intra-regional flows," says Boico. The speed with which the region has begun to recover is in marked contrast to previous downturns, he notes. "In the past, when there was an



economic slowdown in Asia, it generally took between two and five years for a measurable recovery to begin," he comments. "This time, there were signs of positive SWIFT traffic growth as early as September 2009 – growth which has since accelerated. Many of the top contributors to growth in SWIFT traffic are now countries in Asia."

Boico also plans to explore performance on an individual country basis. "I will be looking at countries that have recently been in the limelight for good economic performance," he comments.

For those Sibos participants keen to verify Boico's assessments with their own data analyses, Boico points out that all the information on which he has drawn is available in SWIFT's WATCH product suite.

### Trade and capital flows - How the current economic events are shaping them - New insights

Monday 25 October 11:00 - 12:30  
Community 3



"Recent events have reminded us the importance of strong and sound partnerships in financial services and how choosing the right financial partner can be the first step in mitigating risk. My job at SGSS is to offer clients the strength of one of the largest financial services groups in the euro-zone and to ensure that they benefit from the broad panel of securities services that we offer on a worldwide basis." Sébastien Danloy, SGSS, Global Head of Sales and Relationship Management.

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# Corporate-to-Bank Seamless STP

*A Software as a Service (SaaS) solution from Oracle and two of its partners will help to streamline the process of onboarding corporates seeking to benefit from ISO 20022 messaging over SWIFT.*



ight control over working capital is increasingly important for corporates in an environment of constrained liquidity.

Yet for those firms with multiple bank relationships, proprietary interfaces with each bank create delay and incur unacceptable cost. To overcome these hurdles, corporates have increasingly been taking advantage of opportunities provided by their banks to use SWIFT for their corporate-to-bank messaging.

For corporate customers, the ultimate aim is to achieve STP from their enterprise resource planning (ERP) systems through the bank's payment operations and out to the payment clearing networks, with the appropriate information returned and integrated across the customer's multiple banks.

**Seamless STP... ties together the entire chain beginning with sales through ongoing processing of payments and receivables files.**

## Standardisation

"ISO 20022 is certainly the direction the market wants to move, on both sides," says Andrea Klein, vice president global financial services at Oracle. "The business problem for the banks is that it takes a long time – upwards of a year – to bring a new corporate customer on board." This can lead to some frustration for the corporate. "We want to help that standardisation, to help that STP," says Klein.

With that in mind, Oracle has announced the introduction of Seamless STP, a solution that integrates bank payments and receivables processing systems with corporate clients' ERP systems. It is built on Service Oriented Architecture (SOA) technology and utilises a SaaS-based approach to minimise the upheaval to a



Andrea Klein, Oracle

corporation's existing software environment.

Seamless STP is targeted at Tier 1 banks who benefit from running this SaaS environment on their premises. The bank's corporate customers can then connect to the bank without changing their ERP systems or installing new software, which drastically reduces the time-to-market both for the bank and its corporate customer.

## Time saved

The offering gives corporate treasury executives a single, ISO 20022-compliant view of cashflow, whilst seeking to improve both the customer and bank experience by reducing the time and cost for implementation. According to Klein, experience with early adopters suggests that the process of onboarding a new corporate customer can be completed in anything from a few weeks to two months depending on how global the customer is.

"Seamless STP streamlines corporate-to-bank communications, enabling corporations to maintain multi-bank relationships with a single point of contact," says Klein, "but just as importantly, it ties together the entire chain beginning with sales through ongoing processing of payments and receivables files."

The service was developed together with Oracle partner firm Sierra Atlantic, utilising its Bank ON solution, which automates and integrates corporate customer ERP applications with banks' systems for payments, treasury and cash management and associated cash reconciliation activities,

as well as the global PAYplus payment services platform of financial software company Fundtech.

## Benefits for banks and corporates

Advantages for corporates from the solution include reduced labour costs from the elimination of manual and paper-based processes; secure delivery of STP-ready payment files from any ERP system to banks; a single portal of access to the status of banking transactions; rule-based validation and enrichment of payment files; and a reduction in the time required to get payables and receivables files flowing back and forth with the bank.

It offers corporates a wide range of options in handling specific payments, says Klein. "If the corporate knows it can choose the methodology for delivery of a particular payment, it can make the decision flexibly in an environment where we have created a standard, rather than being locked into a rigid, unchanging system," she comments.

For banks, the advantages of Seamless STP include a reduction in the time and complexity of onboarding corporate customers; the simplification of the process of introducing new products and upgrades; the provision of a single hub for all corporate ERP payments; the delivery of new revenue sources such as real-time information, FX and VIP services by customer segment; and the leveraging of existing payments infrastructure to avoid waste.

"Fundtech sees the Seamless STP partnership with Sierra Atlantic and Oracle as a quantum move in streamlining the corporate/bank payments relationship to reduce costs and improve responsiveness throughout the chain for both parties," comments Joe Mazzetti, executive vice president for corporate development at Fundtech.

"SWIFT offers a large corporate the ability to have one point to connect into," says Klein. "With Seamless STP, we too are offering that option. So they can go directly to SWIFT, and SWIFT sends out to all the banks or they can go to their primary bank and then the primary bank will send out. It gives the corporate flexibility of choice."

# The SWIFT stand: building on innovation

*The SWIFT stand at Sibos is designed to cater to the diverse needs of participants who do not have time on their side.*

**T**he past two years have seen major changes in the design, look and feel of the SWIFT stand and the activities it hosts. Judging by feedback from Sibos participants in Vienna and Hong Kong, these changes have been well received. "This year's SWIFT stand builds on the successful innovations of the past two years," says SWIFT stand manager Alex Hewetson.

At 1,100m<sup>2</sup> it will be SWIFT's second biggest ever. Facilities for one-on-one product demonstrations and meetings with account managers and specialists have been enhanced. "The demo area has a similar look and feel to last year, but we have increased the number of stand-up demo pods, which were much in demand in Hong Kong," says Hewetson. In addition, he notes, "The coffee lounge tables will have our green key performance indicators on them (see Greening Sibos) as well as a fetching canopy above, made of recyclable material, of course."

For the first time, the SWIFT Auditorium has been integrated into the stand itself. It will be hosting a rich selection of SWIFT-specific information sessions and case studies to complement the main Sibos conference discussions. These 45 minute sessions – many featuring SWIFT customers – will explore how to get the most out of being on SWIFT.

Now in their third year, the popular SWIFT Showcase sessions will be running on the far right of the stand. These 10-minute highlight sessions present a taster of the many ways that SWIFT can enhance the business of its customers. Hewetson describes them as "state of the art presentations on SWIFT products and solutions by our own SWIFT training team."

## Sustainability partners

Two SWIFT non-profit partners, the International Polar Foundation (IPF) and One Laptop Per Child (OLPC) will be present on the SWIFT stand with desks near the Auditorium, where they will, amongst other things, be showing videos on 42" screens. SWIFT has partnered with the IPF to raise awareness about



SWIFT stand 2010

the impact of carbon emissions on global warming. The OLPC foundation meanwhile will be providing information about its partnership with SWIFT, which has seen the deployment of over 30,000 laptops in countries such as Burundi, Mozambique, Cambodia and Rwanda.

"The SWIFT stand in Amsterdam promises to provide a versatile and flexible resource centre that participants can weave into their packed Sibos diaries," says Hewetson.

## Greening Sibos

*This year, SWIFT has placed a heightened focus on the environmental impact of Sibos.*

**A** commitment to improving the social and physical environment is a key part of SWIFT's corporate social responsibility (CSR). "The tremendous response we had during our interactive Greening Sibos session at Sibos 2009 highlighted the growing importance of sustainability," says Béatrice Goethals, CSR manager, SWIFT. This year, SWIFT has implemented five Key Performance Indicators (KPIs) to measure itself against.

### PAPER

SWIFT is aiming for a 30% reduction in paper usage compared to Sibos 2009. The SWIFT stand will be paper-free and SWIFT-produced Sibos publications will be printed on recycled paper.

### CARPET

Recyclable carpet is being laid on the SWIFT stand, in hallways and exhibition centre common areas. SWIFT is also promoting the use of recyclable carpet by exhibitors.

### FOOD

To reduce waste and the environmental impact of catering, lunches are now opt-in instead of opt-out, providing a more accurate idea of the numbers to cater for.

### TRAVEL

SWIFT is targeting a 5% reduction in the carbon footprint of SWIFT staff travelling to Sibos, including mandatory train travel where possible.

### COMMUTING

The use of green buses, taxis and other green forms of transport will be promoted during the Sibos week.

"Clearly, SWIFT can have a significant impact in how we perform our activities, but without customer participation, there's only so much we can do," says Goethals. "Working closely with our vendors and providing the information to allow Sibos participants to make green choices is key; from the exhibition centre and our conference partners to exhibitors and delegates, everyone has their part to play to make this year's Sibos the greenest ever."

# SWIFT acquires AMH messaging business from SunGard

*Arkelis to focus on high volume messaging.*



Hans Cobben, Arkelis

IT departments are coming under growing pressure to support a more agile commercial mode,

is also a demonstration of how SWIFT is evolving its strategy and business model, building on its core competencies and underpinned by the right technology solutions. It is consistent with our SWIFT2015 strategy and has the firm backing of the Board.”

The CEO of Arkelis is Hans Cobben, who also headed the group within SunGard. He describes AMH as the ideal integration platform for global financial institutions looking to rationalise their messaging infrastructure across networks, while at the same time meeting the business requirement of introducing new products and services to market in a fast and cost effective way. “IT departments are coming under growing pressure to support a more agile commercial model,” says Cobben. “AMH is network-agnostic and supports all existing standards, whether de facto or de jure, as well as the different workflows that programmers deploy. It allows for intelligent routing between different messaging services and internal systems and transformation between multiple formats and protocols.”

“Rather than connecting middleware to a specific network for a specific protocol, the AMH hub solution adds more value to more messages over more networks,” he says. “The value comes from getting higher up in the stack and closer to a bank’s business applications and back offices. It allows the larger financial institutions to be more agile in delivering

more and better business solutions to their internal business customers based on shorter time to market.”

## Arm’s length

AMH was a stand-alone business unit within SunGard with its own focus and solutions. As a subsidiary of SWIFT, it will be run at arm’s length. “We will be close to SWIFT, but not completely absorbed within it,” says Cobben. “We fit exactly within the SWIFT2015 strategy of doing more around the core.”

While the new subsidiary will initially focus on continuing to deliver AMH, says Cobben, it will be stepping up the pace. “I strongly believe that SWIFT is at the crossroads of some exciting evolutions in the market,” he comments. “While we add value to SWIFT, at the same time, SWIFT’s enormous brand recognition and aura of quality, solidity and service can bring value to a relatively young and agile organisation like ours, so it’s the best of both worlds.”

We fit exactly within the SWIFT2015 strategy of doing more around the core.

**On Tuesday, we will host a SWIFT Auditorium session on how the Arkelis acquisition supports our 2015 strategy. Join us from 15:15 - 16:00.**

*Arkelis will be represented in the 2015 lounge on the SWIFT stand.*

**I**n the run-up to Sibos, SWIFT has made its first commercial acquisition. It has bought the assets of SunGard’s AMH messaging hub solution and created a new subsidiary, Arkelis N.V., to house them. The management and staff of the AMH product line have transferred to Arkelis, which will be based in Mechelen, Belgium, with offices in Frankfurt and Zurich.

The new acquisition extends SWIFT’s connectivity portfolio for high-volume financial messaging. AMH is a modular, multi-network solution with associated services that can be tailored to an individual customer’s needs. SWIFT is already firmly established as a supplier of interfaces for low, medium and high volumes with its Alliance product suite, which it will continue to sell, maintain, enhance and support. “AMH is an excellent addition to our existing interface portfolio,” says CEO Lázaro Campos. “It

## Credits

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