

Business Assessment Programme

Expanding your use of SWIFT in banking products to help grow or sustain your business



Helping banks exploit SWIFT related product offerings in correspondent banking, trade services and payments

Benefits

- Understand competitive positioning
- Improve competitive edge
- Cope with volume growth
- Enhance operational efficiency

As a consequence of the need to maintain a competitive edge in order to attract and retain more business, you may seek to understand where your institution stands versus your peer institutions regarding product offerings related to SWIFT. An evaluation by the SWIFT Business Assessment Programme will help you understand the viability of your SWIFT related offerings.

Specifically, there are SWIFT-based product sets that you may not support today but which may need to be adopted in order for you to attract and retain new business. These include a full product set to support international correspondent banking, trade services and payments.

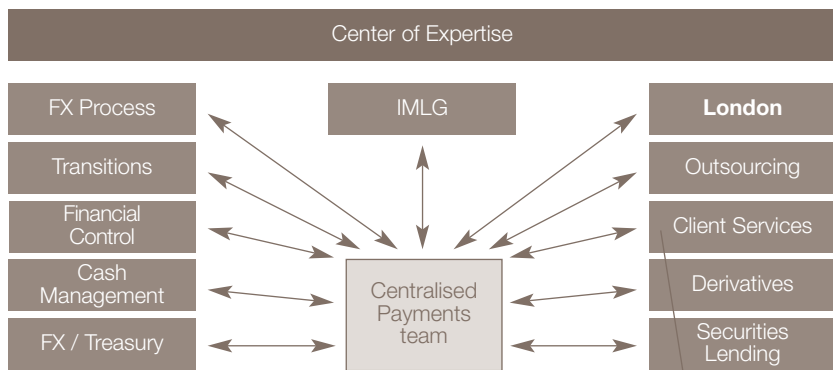
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“The SWIFT Business Assessment Programme will enable Nordea to become a better buyer of SWIFT services.”

Per-Eric Skotthag, Deputy Head of Global Operations Services and SWIFT Board Member
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Institution	MA-CUG	SCORE	Readiness 2007	Readiness 2008	# of FIN Corporate Correspondents	# of FileAct Correspondents
YOU	<input checked="" type="checkbox"/>		0	2		
Bank A	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	4	5	18	7
Bank B	<input checked="" type="checkbox"/>		1	1		
Bank C	<input checked="" type="checkbox"/>		1	1		
Bank D			0	0		
Bank E	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	1	1		
Bank F	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	2	3	7	2
Bank G	<input checked="" type="checkbox"/>		1	3	2	1
Bank H	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	1	1		
Bank I			0	0		
Bank J	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	3	4	4	4

Are your competitors ahead of you with their readiness to support Corporate Clients on SWIFT?

▲ Benchmarking – Corporate Readiness
Corporate Readiness vs client defined peers



- A focus on payments processing
- One consistent process for manual payment entry
- Consistent quality level of outgoing payments
- Higher STP of outgoing payments
- Single point of contact for cash correspondents
- Critical mass of staff involved
- Economies of scale
- Stronger management focus on payments

▲ International Banking
Centralizing Payment Processing

Recommendations to streamline payment processing to increase efficiencies

Where can the Business Assessment team help?

The Business Assessment team will engage in an assessment of your current operational and messaging workflows and product offering and complete a competitive analysis in order to help you gain a specific understanding of your product, operational and messaging gaps. This would include:

- A roadmap of services that your institution can offer over SWIFTNet during the coming three years.

- An overview of the market landscape of SWIFTNet connectivity for corporates including best practice and competitive benchmarking. This will provide you with details of how corporates are interacting with financial institutions, including the message types and other SWIFTNet services that are available to SCORE participants.
- Use of SWIFT messaging to be more competitive in the international and domestic correspondent arenas, including products such as Trade Services Utility, Exceptions and Investigations, Cash Reporting and Accord to increase market share and maintain your competitive edge.
- Evaluation of operational and messaging workflows in order to increase productivity and STP.
- Assessment of operational readiness to sustain increased volume growth. The assessment will include short and long term goals.
- Competitive gap analysis versus your institution's peers.

For more information, please contact your SWIFT account manager or visit www.swift.com