



*Reach the entire financial industry and your customers via a single SWIFT connection*

### Benefits

- Reach
- > Cost reduction
- > Improved customer service
- > Security and resilience
- > Effective cost/benefit

## SWIFT for Banks

*Improve your customer service and your competitiveness by using SWIFT to reach your business counterparties*

SWIFT is the global provider of secure financial messaging services.

Every year, hundreds of banks connect to SWIFT. Here are some key business drivers why.

### Business Challenges

In today's economy, banks have to deal with different business challenges:

#### Better serve corporate customers

Internationally active corporates expect their banks to offer financial services supporting international payments, foreign exchange deals, trade tools, etc.

#### Increase efficiency and reduce costs

Banks have to rethink their operational processes and reduce operational costs. Maintaining manual processes while pursuing expansion is not a viable option.

#### Reach multiple counterparties

Banks have their own business needs too, driven by regulation and good governance: cash visibility, tenders, diversification, foreign exchange deals, overnight investment. They must be able to efficiently interact with multiple counterparties, in particular local market infrastructures such as ACHs and RTGSs.

### SWIFT can help

#### Reach

With more than 9,000 financial institutions in over 200 countries and a fast growing number of corporates connected, SWIFT enables you to reach your financial partners and customers.

#### Cost reduction

SWIFT's single window enables you to rationalise communication channels, increase automation, achieve straight-through processing, and reduce operational costs.

#### Improved customer service

SWIFT enables you to gain higher transparency on the end-to-end payment chain and reduce total elapsed time of your transactions, international wires or payment enquiries. You can give back these gains to your customers and improve their satisfaction.

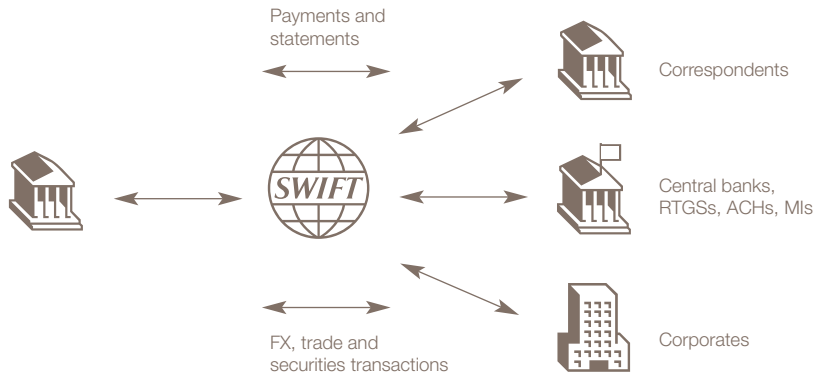
#### Security and resilience

Resilience and high availability are key characteristics of SWIFT's secure messaging infrastructure. You will benefit from a 24/7/365 customer support which will re-enforce your credibility to ensure a continued service to your customers.

#### Effective cost / benefit

From EUR 10,000 a year, you can connect to SWIFT, all included.





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**“We can now run our international payment transactions over SWIFT, which will be faster and more secure, as well as grow our trade finance business by allowing us to expand our international correspondent banks network.”**

Fernando A. Capablanca, President & CEO at Union Credit Bank  
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**The SWIFT offering**

SWIFT’s offering is adapted to your needs:

**Connectivity**

SWIFT offers connectivity options, from the simplest to the most integrated. Your choice will depend on your volume of activity and desire to outsource or manage internally your connectivity infrastructure.

**Standards**

SWIFT has a large set of standards covering payments, cash management, trade services and securities transactions. SWIFT also supports domestic and proprietary formats.

**Application integration**

SWIFT is supported by over 400 software and application vendors, easing your implementation of SWIFT.

**Consulting Services**

SWIFT can propose consulting services, from implementation to integration, including project management.

**Pricing**

SWIFT offers a competitive pricing to fit your institution’s size and usage.

**Easy to join**

Joining SWIFT is straightforward :

1. Register to become a SWIFT member.
2. Define the scope of activities - contact your counterparties and determine the nature and volume of SWIFT transactions.
3. Connect to SWIFT using certified SWIFTReady solutions.
4. Test to learn and fine tune with a few counterparties.
5. Roll out to exchange transactions with all your business partners.

**About SWIFT**

SWIFT is a member-owned cooperative that provides the communications platform, products and services to connect over 9,000 banking organisations, securities institutions and corporate customers in over 200 countries. SWIFT enables its users to exchange automated, standardised financial information securely and reliably. SWIFT also brings the financial community together to work collaboratively to shape market practice, define standards and debate issues of mutual interest.

*For more information please contact your SWIFT account manager, send us a mail on [swiftforbanks@swift.com](mailto:swiftforbanks@swift.com) or visit [www.swift.com](http://www.swift.com)*

**The BIC - your passport to the financial industry**  
 The Business Identifier Code (BIC) is a unique code to identify each user and to ensure every message is correctly routed on SWIFT. With your BIC, you can be reached by any bank and corporate on SWIFT.

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**“As we start to encounter commercial customers with international needs, SWIFT membership will give us a huge competitive advantage.”**

Mary Neptune, Senior Vice President, International Operations, Citizens Bank & Trust  
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