



SWIFT Partners

SWIFTReady Consultancy

SWIFT for corporates

Programme Overview

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Preface

Purpose of this document

This document presents the framework of the SWIFTReady Consultancy programme. This programme aims to create partnerships with consultancy firms in order to develop the SWIFT for corporates business.

Related documents

- [Partnering overview](#)
- [Partner Programme Terms & Conditions](#)

1 Scope of the SWIFTReady Consultancy programme

This programme aims to create partnerships with consultancy firms in order to develop the SWIFT for corporates business.

1.1 A “win-win-win” objective

1.1.1 Benefits for corporates

- This programme ensures management consultants are knowledgeable about SWIFT for corporates and can therefore provide quality advice to corporates and their banks.
- Existing corporate customers can get a higher return on investment from their SWIFT connection e.g. by implementing SWIFT deeper and broader within their organisation.

1.1.2 Benefits for consultancy firms

- Labelled consultants will benefit from additional business opportunities for feasibility studies (e.g. SWIFT business cases) or management of corporate treasury projects (e.g. treasury re-organisation including SWIFT connectivity).
- The label positions the consultancy firm as a thought leader on SWIFT for corporates, which can have a positive effect on cross selling non SWIFT related treasury consultancy projects.

1.1.3 Benefits for SWIFT

- Market awareness is an essential component of the SWIFT for corporates sales model. As the programme ensures market activities such as events (e.g. breakfast, surveys, hot topic day) and sales collaterals (e.g. case studies) are delivered, SWIFT will benefit from additional communication channels that will accelerate adoption of its offering.
- Consultancy firm will assist corporates in taking full benefit from their SWIFT connection and positively influence the volume of traffic being put on the SWIFT network.

1.2 Target consultancy firms

This programme is for management consultancy firms with a recognised Corporate Treasury practice and a significant customer base.

They must have the ability to contribute to the development of the SWIFT for corporates market in a significant way. They have the desire to build a longer term partnership with SWIFT, to collaborate in a structured way and coordinate actions towards mutually agreed objectives.

This programme is not for ad-hoc collaboration at mutual prospects or events, which do not require a structured partnership between the consultancy firm and SWIFT.

This programme is not for technical or implementation consultants, who can benefit from the SWIFTReady Services label.

2 The partnership framework: a 5-step approach

The SWIFTReady Consultancy programme proposes a five step approach. Starting from an assessment of the business opportunity, moving through the certification of management consultants, it ends with a co-ordinated execution of the agreed go-to-market plan.

2.1 Assess opportunity for partnership

The consultancy firm and SWIFT will assess the opportunity to collaborate and evaluate the business potential. We will review our respective offering (market sizing, customer base, portfolio of services and solutions...), explore business potential and review the labelling framework. At the end of this first step, both parties will confirm their interest and willingness to move further in the partnership.

2.2 Agree on market development plan

Next, SWIFT and the consultancy firm will work together to position the SWIFT offering within the portfolio of the consultancy firm. This could take the form of a one-day workshop.

We will also define partnership objectives and supporting actions in a market development plan. As this will require investments for both parties, a high level cost/benefit analysis will be performed and the plan submitted for approval to respective management. The scope of the market development plan will reflect the size and execution capability of the consultancy firm.

Finally, the consultancy firm registers as a SWIFT vendor, following the [same process](#) as any vendor in the SWIFT Partner Programme. There is no registration fee applicable if the consultancy firm joins the partner programme for the sole purpose of the SWIFTRReady Consultancy label. Should the same company apply for another SWIFTRReady label programme, the registration fee is EUR 2500.

2.3 Enable resources

Next, SWIFT and the consultancy firm will work together to make sure marketing and consultancy resources are ready.

Marketing material will be developed and approved.

Management consultants must demonstrate their capability to explain and position the SWIFT for corporates offering. A minimum of two consultants must pass a certification interview. The consultants targeted by this interview are executive sales managers, project managers and SWIFT specialists. To prepare for this, SWIFT provides a study guide that can be complemented with information available on the SWIFT for corporates [website](#). The test is based on an interview and lasts 90 minutes. Each consultant receives an official report from SWIFT with its certification result as well as recommendations for improvement if necessary.

2.4 Plan go-to-market activities

Based on the market development plan, SWIFT and the consultancy firm will prepare a go-to-market plan. This plan will include precise targets and dates on events, sales pipeline, phasing, country/regional roll out, amount of dedicated resources and monitoring tools.

This phase ends with the delivery of the SWIFTRReady Consultancy label.

2.5 Execute and monitor achievements

The go-to-market plan will be executed in a co-ordinated fashion. SWIFT and the consultancy firm will monitor progress against set targets and decide on corrective actions when needed.

The label is renewed on a yearly basis. Renewal criteria's are:

- Objectives set out in the go-to-market plan are met.
- A minimum of 2 consultants are certified.

3 Recognition scheme

The SWIFTRReady Consultancy label grants several means of recognition, as described below.

3.1 For the consultancy firm

3.1.1 The SWIFTRReady label and certificate

The SWIFTRReady Consultancy label is awarded to the consultancy firm when the following conditions are met:

- Two (2) consultants have been certified, meaning they successfully passed the interview process described below.
- The market development plan and the go-to-market plan are signed-off by SWIFT and the consultancy firm.

The following recognition is provided to the consultancy firm once the label criteria have been met:

- The SWIFTReady Consultancy – SWIFT for corporates label (see annex 1 for an example)
- An accreditation certificate (see annex 2 for an example)

3.1.2 Renewal of accreditation

Renewal of accreditation of a SWIFTReady Consultancy firm is based on the achievements of the previous year's market development and go-to-market plans. Furthermore, if required by major changes in the SWIFT solution, re-certification of the consultants may be mandated the following year.

3.2 For the consultant

3.2.1 The certification of consultants

The certification of consultants is done through a panel interview, following the below principles:

- The interview is a role-play discussion led by SWIFT.
- The interview panel is composed of three persons from SWIFT, representing Sales, Markets and Partner Management.
- Each candidate from the consultancy firm will receive from SWIFT a study guide that includes:
 - All necessary information to get prepared for the certification test
 - The resource centre on the SWIFT for corporates website
- The areas covered during the interview are:
 - How does SWIFT address the corporate treasurer challenges?
 - What does SWIFT offer to corporates? How does it work? What does it cost?
 - How can I make a compelling business case to join SWIFT?
 - What about SWIFT for “my” company?

Once the consultant has succeeded the interview, he/she becomes a SWIFT Certified consultant. Only after the SWIFTReady label is awarded to the consultancy company, the certified consultant will receive an expertise certificate (see annex 3 for an example).

3.2.2 Renewal of certification

SWIFT Certified Consultants' expertise will be checked yearly. They have to prove that they remain up-to-date with the latest developments of the SWIFT for corporates solution. A dedicated interview and questionnaire will be used for this purpose.

Annex 1 – The SWIFTReady label



Annex 2 – The accreditation certificate



Annex 3 – The expertise certificate

