



Ready Consultancy

SWIFT for corporates - 2009

Objective: grow SWIFT for corporates market

WIN

For corporate

- Quality advice on SWIFT in treasury (re)organisation and business case
- Increased ROI on SWIFT connection

WIN

For consultant

- Revenues from SWIFT related consulting
- Cross selling, by positioning as thought leader

WIN

For SWIFT

- More awareness, accelerated sales
- More applications enabled, more traffic



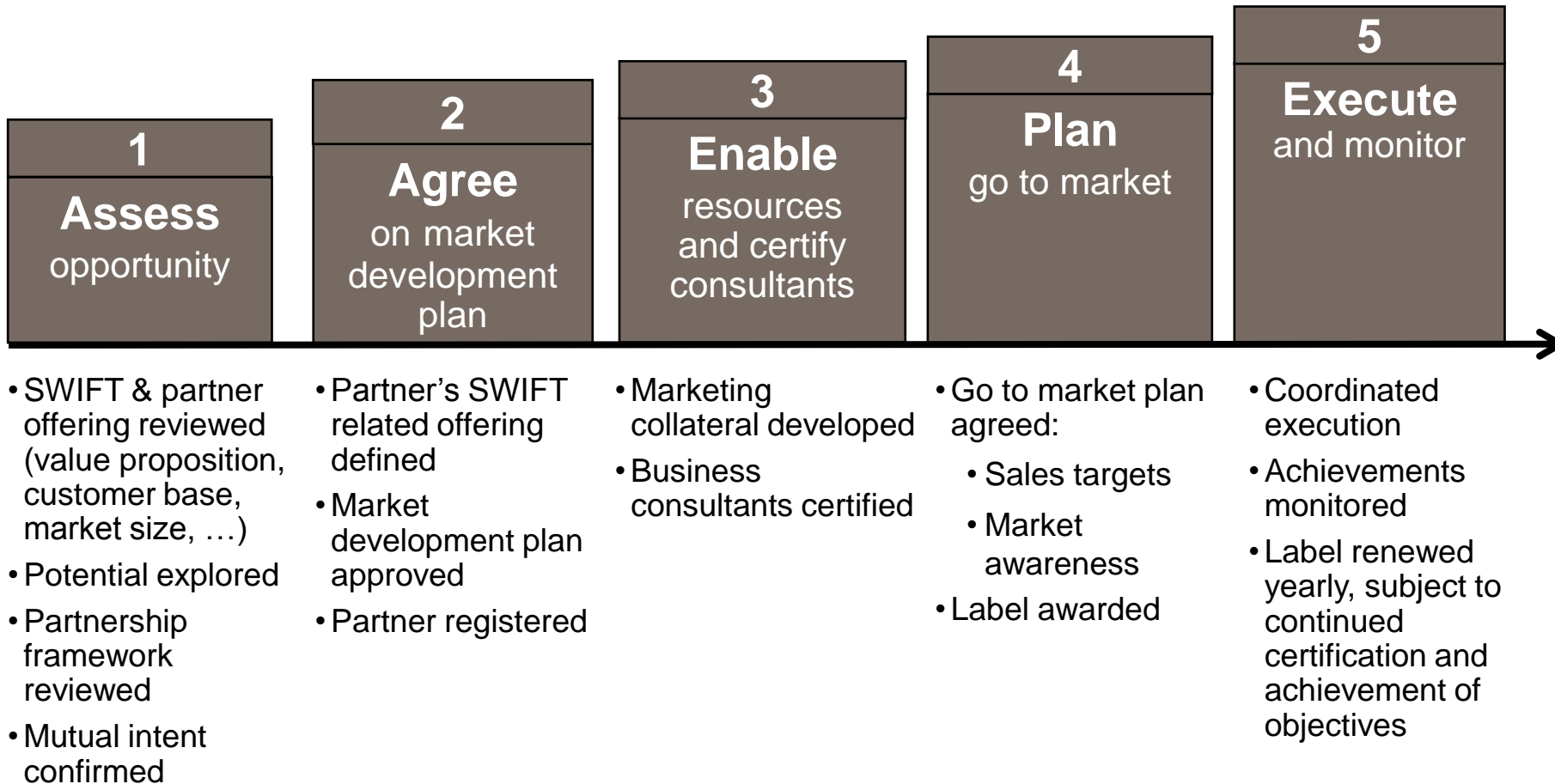
Target consultancy firms

- Management consulting
- Established Corporate Treasury practice and customer base
- Ability to develop SWIFT for corporates market in significant way
- Looking to develop longer term partnership

- Out of scope
 - Ad-hoc collaboration, if mutual prospect or event
 - > business as usual, does not require structured partnership
 - Technical or implementation consultants
 - > SWIFTRReady Services label



Partnership framework



Consultant certification

- Role-play style interview (1,5 hours), conducted by SWIFT
- Targeted consultants
 - Executive sales managers
 - Project managers and SWIFT specialists
- Areas covered
 - How does SWIFT address corporate treasury challenges?
 - What does SWIFT offer to corporates? How does it work? What does it cost?
 - How can I make a compelling business case?
 - What about SWIFT for “my” company?
- Study guide and resource centre on swift.com/corporates

