



Business Intelligence for gpi

A portfolio of BI products & services to support your gpi business journey

Business Intelligence solutions

October 2017

Your gpi journey

PROJECT INITIATION

Assess your payment landscape and gpi reach

Analyse your corporate reach



ROLL OUT

Initiate your SWIFT gpi payments

Monitor your global quality index



BUSINESS DEVELOPMENT

Gain new insights on business opportunities

Improve your corporate value proposition

Watch supports your SWIFT gpi business case & helps prioritize roll out

Watch helps develop your SWIFT gpi traffic & improves the quality of your gpi flows

With Watch you can identify business opportunities & steer your strategy



Project initiation

Assess your payment landscape and SWIFT gpi reach

How can BI help you?

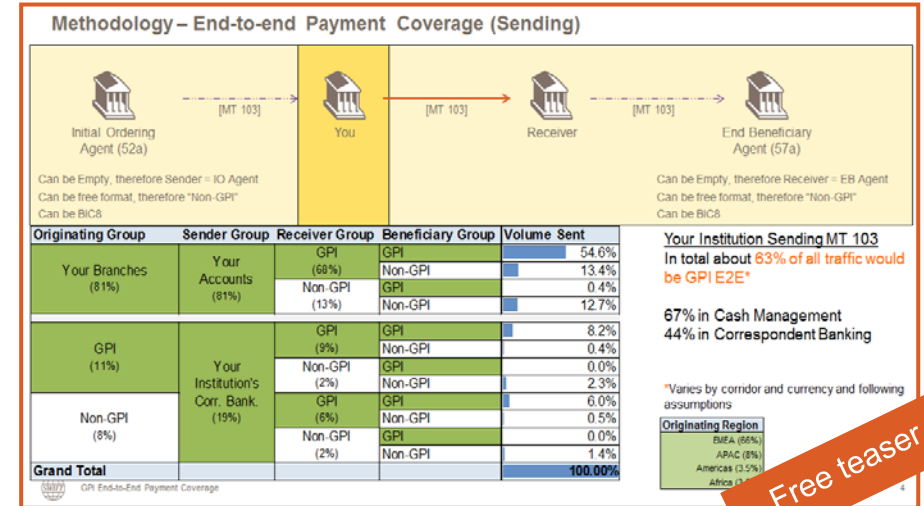
- Analyse your main correspondents and currency usage
- Look at end to end flows in traffic and value
- View your role as instructing, instructed and/or intermediary agent
- Identify evolving corridors / currencies
- Understand activity share and ranking

Benefits:

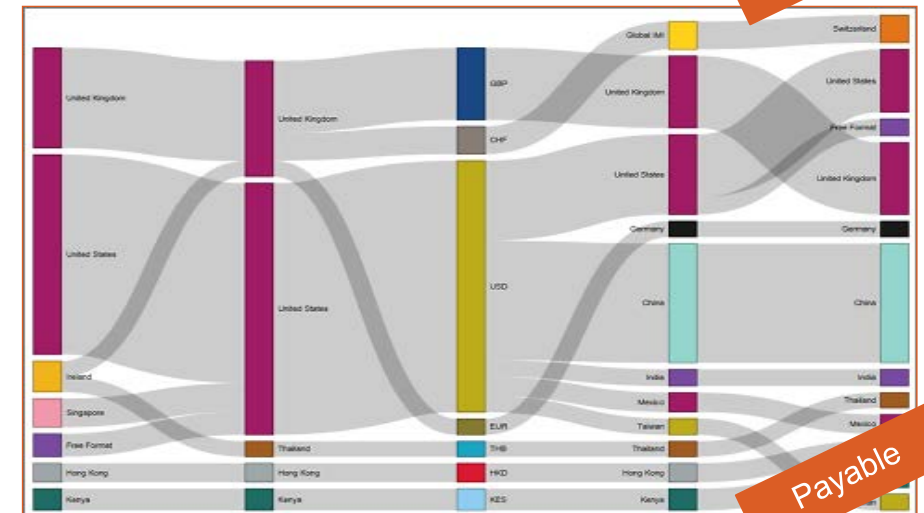
- Support your gpi prioritisation strategy
- Build your business case
- Allocate / drive resources
- Have fact based discussions with correspondents
- Understand gpi reach (direct and indirect model)

Initial Ordering Bank and End Beneficiary Bank are included in Watch Banking Analytics Premium since Q3 2017.

Customers can also use BI Services



Free teaser



Payable

Project initiation

Bank X's corporate connectivity figures

120

Corporates connected to Bank X
December 2014

49

Connected via FileAct
December 2014

6

New corporates
December 2014 vs November 2014

13

Rank connected corporate for FIN
December 2014

93

Connected via FIN
December 2014

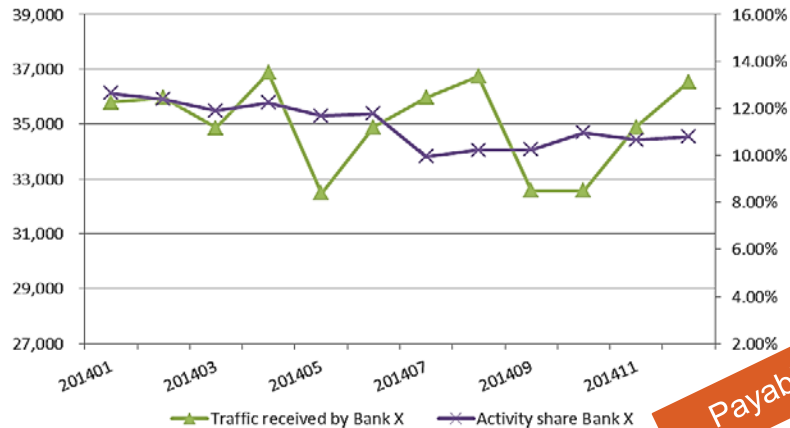
18

Rank connected corporate for FileAct
December 2014



Free teaser

Payments (MT101/103) received from all corporates and activity share



Payable

Analyse your corporate reach

How can BI help you?

- Look at corporates connected or not
- Analyse traffic evolution
- Understand activity share and ranking
- Look at the competition

Benefits:

- Determine SWIFT gpi prioritisation (FI and/or Corporates)
- Understand corporate reach
- Build go-to-market strategy
- Gain insight for competitive analysis

Only available via BI Services



Roll out

Initiate your SWIFT gpi payments

How can BI help you?

- Analyse your gpi flows on a daily basis
- Look at your correspondents' flows
- Grow your gpi traffic in specific currencies
- Understand SWIFT gpi adoption in country corridors *
- Compare your traffic with other SWIFT gpi members *

Benefits:

- Monitor roll out strategy
- Ensure proper payments routing
- Initiate SWIFT gpi flows with new correspondents
- Support commercialisation strategy with corporates

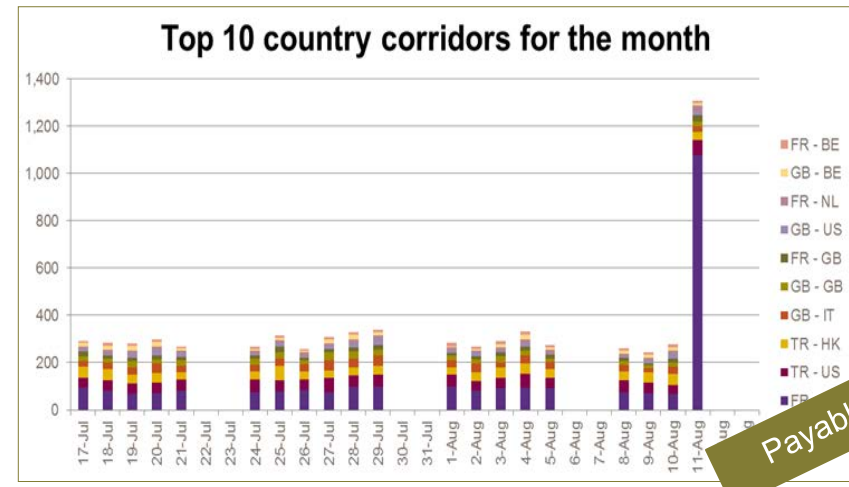
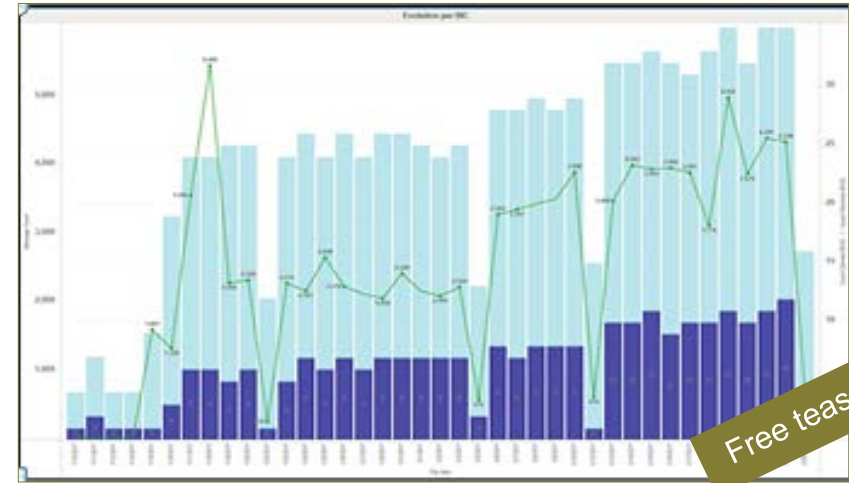
A SWIFT gpi flag is included in Watch Traffic, Watch Banking and Watch Banking Analytics Premium since Q3 2017.

Customers can also use BI Services



* SWIFT totals are available if:

- more than 4 players in the country or country corridor
- two players do not represent more than 90% of the traffic



Roll out – Observer Insights

Observer Insights your gpi quality index | gpi quality indexes of gpi community | User Documentation | About gpi | CELBUS33

gpi quality indexes of gpi community

Access to more details by clicking on the BIC8 EXCEL EXPORT

Agent BIC8	Community Status	Community status duration (months)	gpi traffic you sent
DEMO Agent BIC8			
PEAKCNBJ	Green	5	615,147
SDEBCNB	Green	5	143,207
GINBL2A	Green	5	139,902
GOCRITMM	Green	5	134,299
SUMMUS3N	Green	4	115,039
PREMBEBB	Green	5	88,327
CELBUS33	Green	5	76,568
SWUBUS3N	Green	3	70,877
ORIGITMM	Green	5	67,906
PUBAESMM	Green	5	67,096
MEFIDKKK	Green	5	65,696
BEBASGSG	Green	5	52,614
PEFIDKKK	Green	5	52,614
SUMMUS3M	Green	4	52,614
FINHRHH	Green	5	52,614
SUMMSGSG	Green	5	52,614

gpi subscription

Monitor your gpi quality index

How can BI help you?

- Get a monthly view on your SWIFT gpi traffic depending on your role (Instructing, Intermediary or Instructed agent)
- Understand your SWIFT gpi global quality index: what are the different KPIs entering into the calculation
- Review SWIFT gpi community gpi quality index and monitor your counterparties' adherence to the rulebook
- Gain additional business insights

Benefits:

- Improve the quality of your SWIFT gpi flows
- Select new payment routings
- Have fact based discussions with your correspondents
- Explore opportunities to work with new correspondents

The gpi Observer Insights is part of your gpi subscription

Customers can also benefit from BI Services to complement the insights from the tool.

Deep dive on the gpi transactions you handled as an INSTRUCTED AGENT for the selected period

SAME DAY VALUE

Deep dive on the messages where you did not meet the 'Same day value' KPI by clicking on 'No' in the pie chart.
NOTE: The category 'No' refers to instructions you received in a currency that you did not report in the Directory. These messages are also excluded from the gpi quality index calculation.

KPI - Same day value *

Same day value (details)

- Yes: 565
- No: 59,062

TRACEABILITY

INSIGHT - Time between MT103 is received and MT199/API with status 'complete' is sent - processing time

Message processing ...

Not Available: 817

Between 2 and 4 hours: 4,693

Between 5 and 12 hours: 882

Between 1 and 2 days: 4,860

Between 3 and 5 days: 5

61,456

TRANSPARENCY ON DEDUCTS

INSIGHT - Direct counterparties from whom you received gpi payment instructions *

GINBL2A, PEFIDKKK, PEAK...

INSIGHT - Instructed currencies *

USD

INSIGHT - Durations - processing time... Metrics

Message processing time (average)	5:02
Message processing time (minimum)	0:03
Message processing time (maximum)	64

INSIGHT - Durations - elapsed time mes... Metrics

Message elapsed time (average)	6:39
Message elapsed time (minimum)	0:00
Message elapsed time (maximum)	5d

[Link to list of the UETR's that did not meet the same day value KPI](#)

gpi subscription



Business development – Observer Analytics

Gain new insights on business opportunities

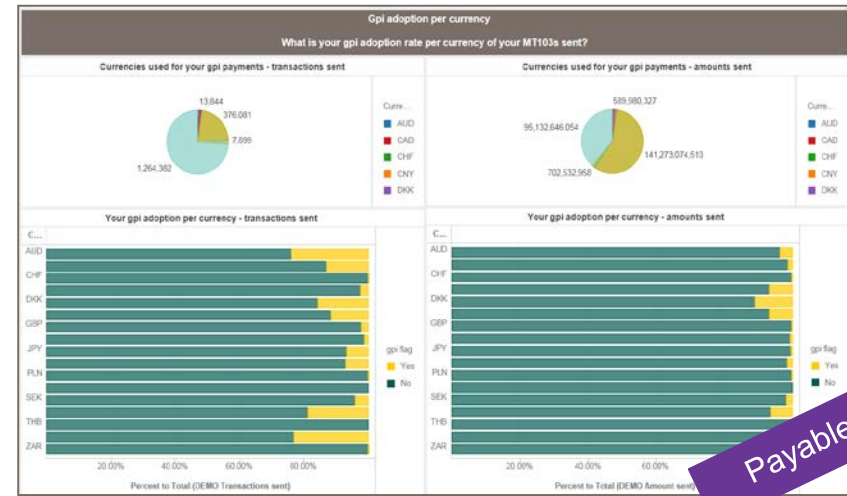
How can BI help you?

- With the UETR, move from message analysis to end-to-end payment routing analysis
- Understand gpi market practices
- Track your gpi adoption rate and benchmark against the community
- Understand duration of specific routings

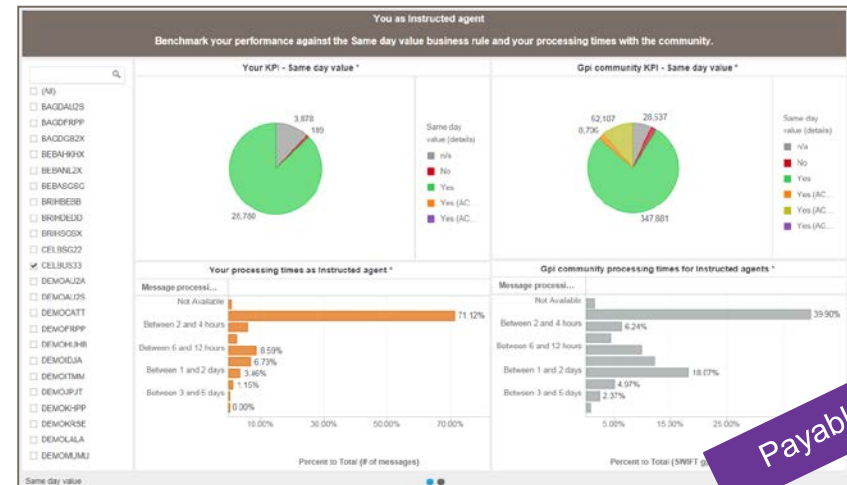
Benefits:

- Determine the best payment routes to reduce time and cost
- Optimise your gpi correspondent network
- Benchmark against the competition
- Identify new business opportunities

Gpi Observer Analytics (Q3 2018) will be a payable product on top of the gpi Observer insights



Payable



Payable



Business development

		Fin Volume				Fin Value	
		Bank X Activity Share		Ranking		Bank X Activity Share	
Corp Geo Region	Country of corporate customer	Messages Sent to Bank X	Messages Received From Bank X	Messages Sent to Bank X	Messages Received From Bank X	Messages Sent to Bank X	Messages Received From Bank X
Asia-Pacific	Australia	43.00%	48.00%	1	1		
	China	8.00%	9.00%	2	8		
	Hong Kong			3	3	0.00%	0.00%
	India	23.00%	41.00%			14.40%	0.00%
	Indonesia			5	5		
	Japan	2.00%	8.00%			0.00%	0.00%
	Korea, Republic of	11.00%	36.00%	10	11	0.00%	0.00%
	Malaysia						
	New Zealand						
	Philippines	23.00%	12.00%			0.00%	0.38%
	Singapore			4	4		
	Sri Lanka						
Thailand	12.00%	15.00%	6	6			
Vietnam							

Payable

Improve your corporate value proposition

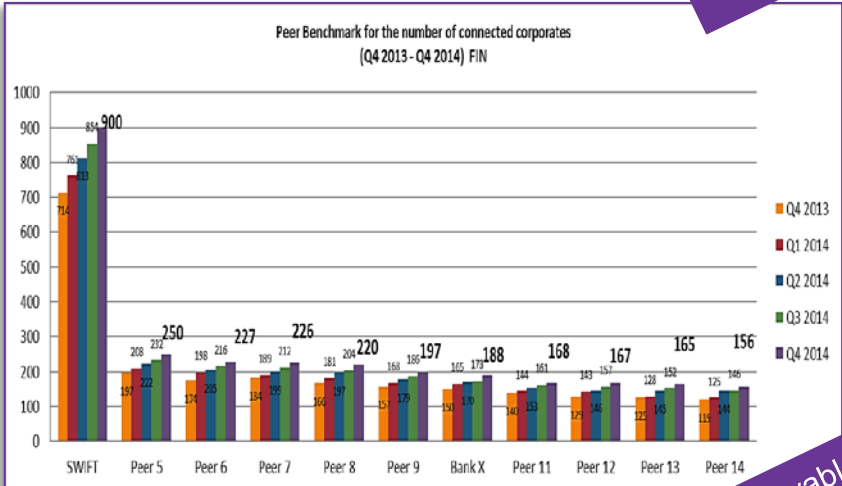
How can BI help you?

- Look at corporates' expansion in terms of connection
- Analyse traffic evolution on SWIFT gpi
- Understand the evolution of your activity share and ranking
- Get a peer comparison

Benefits:

- Monitor corporate reach
- Develop new products/services (RFI or RFP)
- Adapt your go-to-market strategy
- Boost sales performance
- Improve service operations

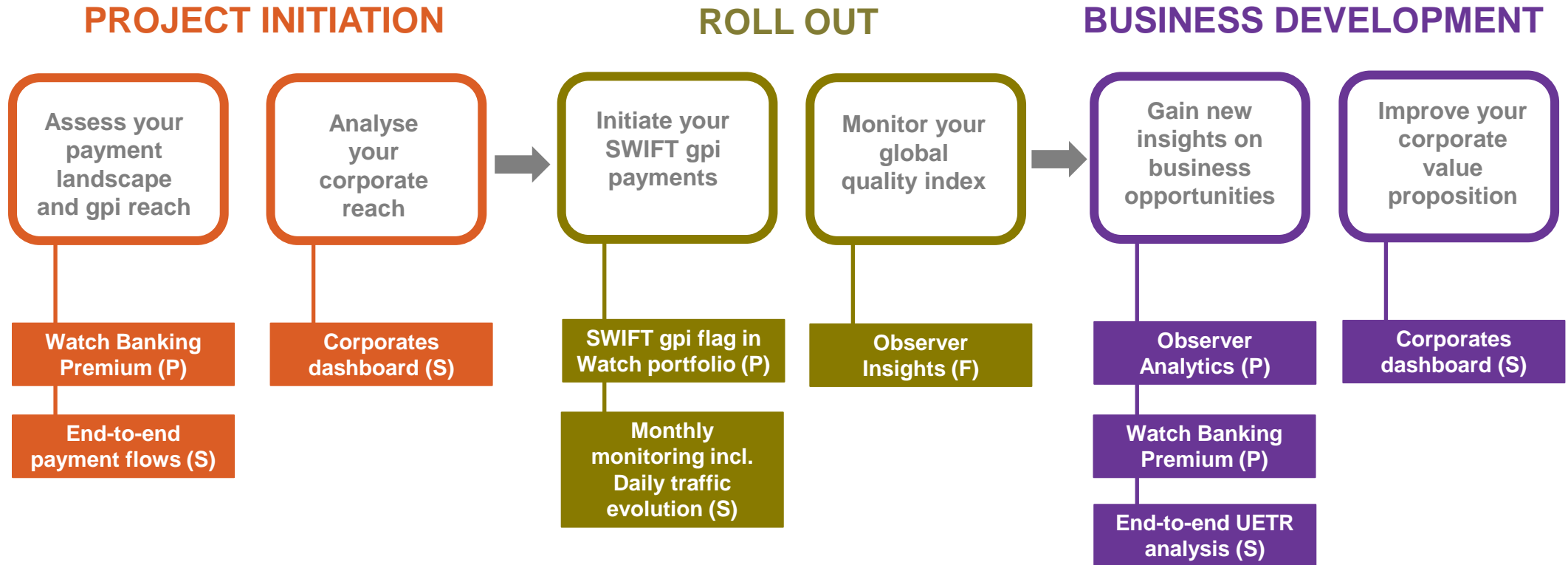
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Payable



BI offering along your gpi journey



P: BI Product

S: BI Service

F: Part of your SWIFT gpi subscription





www.swift.com