



Business Intelligence Services

How to gain greater focus and more granular data for a deeper understanding of your business, markets, competitors and SWIFT message flows using our world-class secured analytics Watch platform.

Based on unique data and world-class analytics, SWIFT Business Intelligence (BI) Services offer a portfolio of analytical and benchmarking tools coupled with tailored consulting, support and training services.

Benefits

Get additional business insights through the availability of new payload fields

Analyse activity share and benchmark your organisation against peers

Get the support you need for your SWIFT gpi business journey

Evaluate business done with corporates connected to SWIFT

Identify new opportunities by country, currency or corridors, etc.

Manage and control your correspondent relationships

Gain unique insights on Renminbi (RMB) internationalisation

Identifying your needs

Financial institutions recognise the market drivers for business intelligence and the ever increasing growth of 'big data' in the financial sector; as well as the rising inclination on technology and fierce competition. Yet institutions are often challenged by the presence of data silos and lack of resources for collecting data, analysing and applying it for business gains. So how can you get objective measures for business plans, steering strategy, controlling costs and reducing risk, while compiling historic statistics to gain a view on where you stand in the market? To keep your business on track and have a competitive edge, SWIFT BI Services offer a variety of tailor-made solutions that will fill in the gaps.

Why SWIFT Business Intelligence Services?

The BI Services portfolio unlocks the value of unique message flows and where applicable we make sure you get the most out of your SWIFT Watch tools*. We can customise reports for your Product Management and Market Analysis teams; provide even more granular performance and competitive frameworks such as peer benchmarking, additional business insights from new payload fields extraction and reciprocity measures that will benefit

your Relationship Managers; and embed findings and analysis in key performance indicators for your Sales force. Our world-class Watch online reporting and analysis platform offers valuable support for your sales, marketing, financial and operational objectives by helping you easily identify trends, spot exceptions and benchmark your institution against local, regional and global markets.

SWIFT's Business Intelligence offering is continuously enriched and today we can provide even more granular business insights through the extraction of new FIN Message Type (MT) payload fields. The integration of this data enrichment in your organisational decision-making process can help you improve or adapt your product and market strategy, better monitor performance, assess risk exposure and control costs. You can, for example, analyse and compare charging details and country of origin and destination for sent and received payment instructions.

You choose how you want to consume the data: we can send you customised reports on a regular basis and in your preferred format, giving you full control to distribute across your organisation and synchronise with internal analysis tools so you can perform your own statistical analysis and build models to provision forecasting.

* We offer a portfolio of Watch products but SWIFT also delivers on top powerful tailored services for institutions looking for additional analysis beyond what the tools offer (e.g customer segmentation or peer benchmarking).

The **Watch** platform is at the core of SWIFT Business Intelligence – Watch can process and analyse millions of SWIFT message flows monthly or daily giving you direct and easy access to your institution's SWIFT traffic and a global view of your branch and correspondent activity across all group entities, as well as the global financial industry. With no software to install, the Watch suite of products includes Watch Analytics that provide you with direct and easy access to business data allowing you to perform a more dynamic search and analysis. Watch provides easy to use analysis options and interactive views of your Payments, Trade Finance, FX and Securities business based on unique and focussed SWIFT data that only we can deliver.

BI Services to give you the edge

Strategic workshops & engagements

SWIFT Business Intelligence goes beyond Watch data and tools. SWIFT BI experts work with financial institutions to identify your strategic needs, set up custom reports for different departments and people, and train your teams on how to run recurring reports in Watch where needed and to analyse and interpret the data.

Regular meetings are held to ensure you have the support and expertise available, allowing you to get maximum insight and value from SWIFT messaging flows. We can integrate custom reports with your in-house systems, or cross-reference SWIFT traffic with data you specify, depending on your requirements. Customised data feeds in your preferred formats can be delivered to your in-house models and forecasting tools.

Customised business reports

Whether you want to track performance in a currency or product, or gain insights into your penetration of key markets or total market size, we customise the reports you need. We can provide or help you to create easy-to-consume reports in Watch that give a group-wide view of your operations and counterparties and measure your performance by market, currency or product.

Peer benchmarking

SWIFT's unique data helps you capture competitive and strategic insights to feed into your strategy and business plans. This customised benchmarking service is based on your selected parameters for comparison, such as type of player, country, currency or corridor. This provides you with a clearer, more precise view of your activity share and overall position in the market.

Develop your SWIFT gpi business

BI for gpi provides a combination of Watch products and services to provide end to end solutions that will help you

develop and manage your institution's gpi adoption. We can provide you with proof points at any stage in your gpi adoption starting with project initiation to help your gpi prioritisation strategy and build your gpi business case; followed by the roll out phase that will assist with monitoring your SWIFT gpi roll out strategy and help you to understand your SWIFT gpi adoption. Finally, we can support your business development strategy allowing you to make informed decisions by providing insights on business opportunities and help you improve your corporate value proposition.

Assess your corporate reach

SWIFT is increasingly being used for bank-to-corporate business and SWIFT BI can provide unique insight in this space. The **Corporates Business Development Dashboard** tracks your corporate business by country, by region or by sector to show your penetration of this market and the evolution of volumes in Payments, Treasury and Trade Finance. Compare your position against peers based on the total number of corporate connections and overall SWIFT traffic.

Refine your RMB strategy

The free monthly **RMB Tracker** is the place to start monitoring the development of the Renminbi (RMB) as an international currency. For strategy development, you may want more granular information and competitive information. Our quarterly **RMB Market Insights** analyses will provide you with the additional fact-based and unique analysis you need that will help you monitor the internationalisation of the RMB, track market trends and benchmark your business.

Improve correspondent relationships

With the current emphasis on compliance and risk in Correspondent Banking and the increasing threat of fraudulent transactions, it is critical to perform a regular and thorough assessment of all **Relationship Management Application**

(**RMA**) authorisations to avoid mistakenly exchanging FIN messages with unwanted correspondents. This can represent major effort and cost so to achieve this, we can help by providing a thorough analysis of centralised traffic information to help you manage and optimise the use of RMAs, and therefore mitigating operational, compliance and fraud risks. We can then also perform a clean-up of any unused relationships with correspondents thus reducing operational risks associated with handling unwanted messages and providing a very effective first line of defence against fraud.

Measure your FX business

With the **FX Performance Insights service** you can continuously measure your FX business performance against those of your peers, allowing you to make more informed strategic decisions, based on metrics derived from actual transactions rather than survey-based information. This benchmarking service can be customised based on your selected parameters, such as product group (cash, options), currency, customer segment (Investment managers, Corporates, Custodian 'Insourcers') and region.

Contact us now to find out how our expert Business Intelligence Services consultants can offer actionable insights and support you in safeguarding your investments and expanding your business. We can also train your teams so that you get the most out of the Watch platform and comprehensive support is also on offer as part of a customised service agreement when you choose **SWIFT Business Intelligence Services**.

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