



Watch Banking Analytics Premium

Gain cutting-edge business insights for improved strategic decision-making

Today, financial institutions cascade their strategy top down and rely on fact-based information coming from bottom-up. The integration of business intelligence data in your organisational decision making process helps you improve or adapt your product and market strategy, better monitor performance, assess market trends and control costs. The Watch for Banking suite continues to evolve to further address your business needs.

What is Watch Banking Analytics Premium?

Watch Banking Analytics Premium is the latest addition to the Watch for Banking suite. On top of value and currency information, Watch Banking Analytics Premium allows you to improve the services you offer to customers, drive the sales force where opportunities exist and look at product enhancements targeted to specific markets.

How to use Watch Banking Analytics Premium?

Like with other Watch Analytics tools, wizards allow you to use the same drag and drop interface that is easy to use right from the start. Once you have your selected results, you can easily export them in MS Excel or to other applications for further processing or integration into your existing analysis environment. In addition to the wizards, you also have access to business data visualisations. These visuals allow you to easily view and interpret your data directly via a dashboard of visual analysis representing your overall business through various angles.

New payload fields of FIN message types (MTs)

With these enhancements you have access to additional payload information. For Payments, you gain insights on details of charges (field 71a), initial ordering entities (BIC8) and countries (field 52a) and end beneficiary entities (BIC8) and countries (field 57a and 58a). For Trade Finance, you gain insights on confirmation (field 49) and duration of Letters of Credit (field 31C/31D).

Watch Banking Analytics Premium helps you:

- Map your clearing business and discover where potential new revenue flows can be generated
- Investigate intermediation of your payments business
- Benchmark your payments charges to market practices
- Understand FX conversion practices
- Visualise the market of confirmed LCs and track your dedicated activity share
- Compare your LC durations (length) to market standards
- Optimise your operational efficiency by maximising your straight-through processing rate

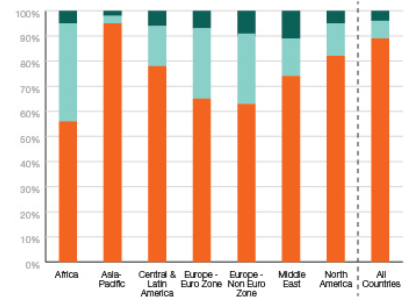
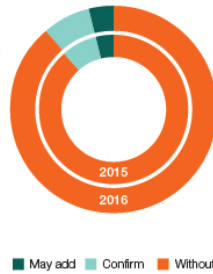
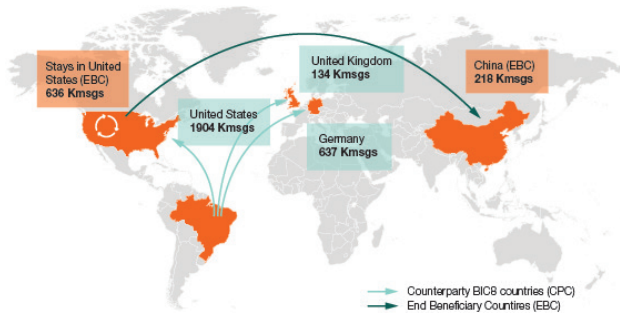
Key benefits

Identify more business opportunities

Improve your strategic planning and competitive analysis

Increase your sales performance

Develop and enhance products to better meet market needs



▲ MT 103 and MT 202 Payments sent from Brazil, 2016. Brazil (BIC8 country) sent payments to Top 3 counterparty BIC8 countries and top 2 end beneficiary countries from Counterparty United States.

▲ Percent Distribution of LCs received by Confirmation, 2016

Value buckets

Discover your activity share in high value payments and view value buckets for all message types (MTs) for Payments, Trade Finance and Treasury, selecting the base currency USD or EUR as follows:

- 0 to 500
- 500 to 2,500
- 2,500 to 10,000
- 10,000 to 50,000
- 50,000 to 100,000
- 100,000 to 500,000
- 500,000 to 1 million
- >1 million

Rankings

To improve your competitive analysis and track your sales performance compared to peers, Watch Banking Analytics Premium also offers the possibility of ranking your activities and tracking the evolution of your ranking over time. You can rank by country, corridor, market, message type and currency.

Daily data

On top of the monthly aggregates of data, Banking Analytics Premium gives you access to your institution's data that is published on a daily basis. This additional granularity will help you to assess the impact of (un)expected market events such as the devaluation of a currency or the acquisition of a new entity part of your group.

Statistics

Banking Analytics Premium also includes statistics, with the first ones covering currency correlations and substitution. These statistics, focusing on Payments messages will help you see how different currencies across the world and in specific corridors are influencing each other. This information can help you improve or adapt your product and market strategy.

SWIFT gpi adoption

All Watch Analytics tools (Traffic, Banking and Banking Analytics Premium) are now equipped to monitor SWIFT gpi (global payments innovation) payments. Through these tools gpi members can identify their gpi adoption at country and correspondent level and consequently supports you with your gpi strategy.

Ordering and pricing

For more information about ordering and pricing, contact your SWIFT account manager.

For more information about Watch Banking Analytics Premium and the full SWIFT Business Intelligence portfolio, please visit swift.com/BI or email watch@swift.com.

About SWIFT's Business Intelligence portfolio

Launched in 2005, SWIFT's Business Intelligence (BI) portfolio encompasses an entire suite of intuitive tools including analytics, insights, consulting services and economic indicators designed to grow with customers' business needs. The current portfolio includes; Watch Analytics, a platform to analyse and report traffic volumes, value and currency by market, message type and region especially focusing on payments, trade finance, foreign exchange markets and securities markets; Watch Insights, visual and business oriented dashboards on a subset of correspondent banking traffic; BI Services bringing value beyond the data, and SWIFT Economics, RMB Tracker, RMB Market Insights report and FX Performance Insights.