



gpi Observer Analytics, unparalleled insights on your gpi traffic

Enabling and strengthening your cross-border payment business through SWIFT Business Intelligence

The Observer Analytics tool has been very useful in analyzing JPMorgan's SWIFT gpi performance against industry standards. As a leading USD Clearing provider, data analytics are important in measuring and managing the clearing business. The ability to drill down into the level of granularity available in the tool is useful given our scale. During the pilot we were able to identify opportunities to provide even more transparency to our clients. The information provided by Observer Analytics also helps to show the value in banking with JPMorgan.

Ron McClain,
Global Head of USD Clearing,
J.P. Morgan

Key benefits

Act upon fact-based information to steer your institution's gpi strategy through improved market and competitive analysis

Optimise your payment routings and fine-tune SLAs with correspondents, leading to lower costs and faster payments

Improve your value proposition towards customers by reducing customer charges and offering faster end-to-end routings

Identify new business opportunities or existing gaps by monitoring your gpi activity shares

SWIFT global payments innovation

SWIFT global payments innovation (gpi) dramatically improves the customer experience in cross-border payments by increasing speed, transparency of fees and end-to-end tracking. Hundreds of thousands of cross-border payments are being sent using this new standard, bringing immediate benefits to gpi member banks and their corporate customers.

With gpi, new and unique business insights on payments are accessible by leveraging the Unique End-to-End Transaction Reference (UETR) and other gpi characteristics.

In addition to the gpi Tracker, the Directory and Observer Insights, discover why gpi Observer Analytics is the latest must-have solution that will support your gpi business every step of the way.

New and unique business insights only SWIFT can deliver

In a world where access to data is crucial, SWIFT aims to support the financial community with overcoming some of the challenges faced by offering new and unique business insights on gpi traffic. That's why the SWIFT Business Intelligence (BI) portfolio continues to grow to support gpi members across the globe, by providing insights and analytics that only SWIFT can deliver.

Today, BI's benchmarking capabilities and payment market insights provide distinctive and centralised views about an institution's own flows, as well as the market (SWIFT Totals).

Moreover, the BI portfolio will continue to evolve to offer enhanced insights as gpi develops new cutting-edge services.

As a gpi-member bank it is paramount for you to stay on top of your business development strategy in the world of payments and to gain that competitive edge. Through SWIFT Business Intelligence solutions, you can now monitor gpi adoption, gain advanced payment routing intelligence, optimise operations and back office efficiency and benchmark against SWIFT Totals on gpi characteristics, including speed.

gpi Observer Analytics

Beyond the business insights currently offered by gpi Observer Insights, which allow all banks to have a view of adherence to the SLAs within the gpi rulebook, gpi Observer Analytics can now deliver greater and improved business intelligence to help steer your decision-making.

Transparency, traceability, speed and operational efficiency are pivotal to your gpi business and that's why gpi Observer Analytics can support your business every step of the way by offering distinctive and unrivaled insights on gpi traffic flows.

Immediate and actionable insights can be derived from your analyses on speed, payment routing intelligence, benchmarking against the gpi community with activity shares and advanced analysis of your correspondents.

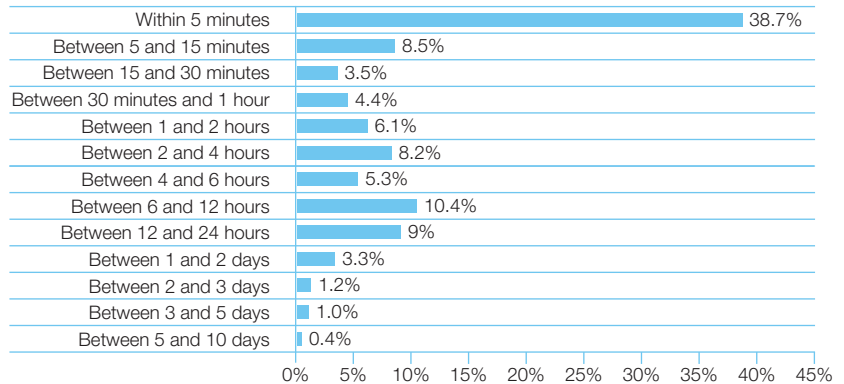
What insights can you get with gpi Observer Analytics?

By gaining in-depth and granular views on gpi flows, you are equipped with the solution to:

- View your direct and indirect correspondents and the most effective payment routes to reach countries or correspondents
- Initiate gpi flows with new correspondents and in other currencies
- See and understand payment routing market practices
- Track your gpi adoption rate at country, corridor and correspondent level
- Analyse how fast your correspondents are processing your payment instructions
- Gain insights into speed of your end-to-end gpi transactions and durations of your specific routings
- Benchmark your gpi processing times against the community
- Identify any outliers in your correspondent banking flows through the network diagram
- Show your customers tangible metrics regarding your institution's service to gain and retain customers

The speed bar chart

50.7% of all gpi transactions are completed within 30 min



The speed bar chart provides an overview on how much time it took for transactions to be completed (December 2018).

With no software or hardware installation at your end, you can access gpi Observer Analytics via your web browser. The solution will provide you with an aggregated group-wide overview of your gpi traffic, which is updated on a monthly basis. Once logged in, users can perform searches through the use of report editors, also known as wizards, which are pre-defined data attributes and filters enabling you to easily select the data you are looking for.

Through gpi Observer Analytics, end users can also benefit from actionable business visual dashboards that are created and maintained for you.

Data visualisations and reports can then be saved and shared within your institution allowing for Operational, Network, Product and Sales Management teams to make informed strategic and tactical decisions regarding your institution's gpi business.

Ordering and pricing

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

To learn more about gpi Observer Analytics visit www.swift.com/ObserverAnalytics or email gpi.observer@swift.com.

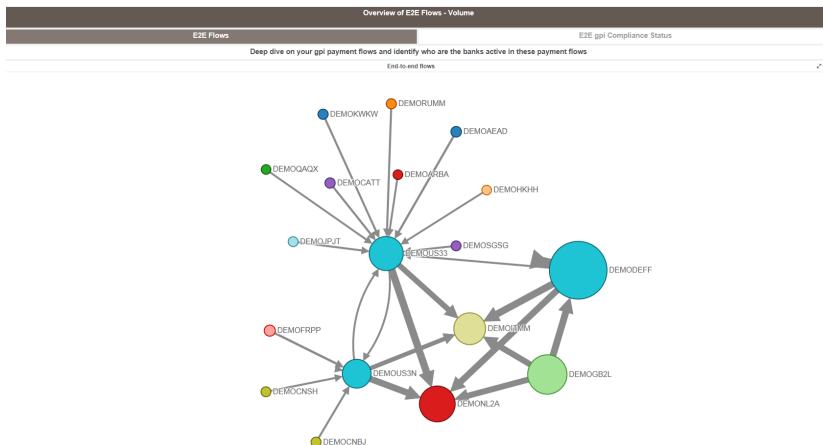
About SWIFT's Business Intelligence portfolio

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 and securities markets. Watch Insights offer visual and business oriented dashboards on a subset of correspondent banking traffic.

The gpi Observer Insights monitors adherence to the gpi rulebook – the 'business rules' is extended to gpi Observer Analytics. BI Services, including BI for gpi, bring value beyond the data, and SWIFT Economics feature the monthly RMB Tracker, RMB Market Insights report and FX Performance Insights.

www.swift.com/BI

The network diagram



The network diagram provides an overview of all financial institutions active in your gpi payment flows.