



## Business Intelligence

Watch Banking Insights

## Client

Banreservas

## Providing Innovative, Dynamic and Useful data for Banreservas

Banreservas is the largest multiple bank in the Dominican Republic according to its total assets and is one of the largest bank in the Caribbean and Central America.

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“SWIFT has helped us to gain more transparency, which in turn, made us more competitive.”

### Ruben Brito Céspedes

International Business Manager,  
Banreservas

Banreservas, a pioneer in the Dominican Republic banking system, established in 1941, has strived since its inception to stimulate prosperity and well-being for all Dominicans.

Its commitment and efforts, have allowed the bank to be recognized for the second consecutive year as “Best Bank of the Dominican Republic 2019”, by the prestigious international magazine Global Finance, due to its growth in assets, profitability, development of new businesses and innovation in financial products for its customers and recently as Best Trade Finance Providers – Dominican Republic 2019 for positively impact the clients’ needs related to the increase of negotiations and international coverage.

Banreservas subscribed to Watch Banking Insights, from SWIFT Business Intelligence (BI) solutions, in 2017, to obtain specific information regarding brokers’ payments and to identify their market share in relation to their competitors. Currently, the international business department routes pertinent information provided by the BI solution to other areas, giving them innovative, dynamic and useful data to improve their performance in the highly competitive banking environment of the Dominican Republic.

“Watch Banking Insights has allowed us to improve the way we asses and elucidate our data, key to our constant improvement”, said Ruben Brito Céspedes, International Business Manager at Banreservas.



“Watch Banking Insights gives us a clear vision of where we stand in terms of domestic and international business versus the competition; it shows us the main areas where we have the greatest opportunity to grow.”

**Cristal Marlene Lizardo**  
International Business, Banreservas

SWIFT is a member-owned cooperative, providing secure financial messaging services to more than 11,000 organisations, across the financial ecosystem, in almost every country in the world. For nearly five decades we have delivered certainty, continuity and excellence by constantly evolving in an everchanging landscape. In today's fast moving, increasingly connected and challenging world, this approach has never been more relevant.

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### Staying competitive

The banking environment of the Dominican Republic is highly concentrated, with a high level of competitiveness among the main banks in the country. The Payment Market and the Financial Markets are strictly regulated on compliance issues in the face of the laws regarding money laundering and terrorist financing.

On the other hand, the Payment Market has evolved in relation to the Financial Markets or Foreign Trade thanks to technological advances that effectively stimulate electronic payment capacity and the creation of real-time payment systems. Similarly, the Financial Market (Foreign Trade) receives a more attractive offer on international correspondent issues versus the Payment Market.

In order to track their development in both markets, the most useful, in Watch Banking Insights solution for Banreservas, is the Activity Share, allowing them to gather a detailed report of all, the bank's and the country's, outgoing and incoming operations at the domestic and international level, generating dynamic reports and graphs for a better evaluation and interpretation of the data collected.

### SWIFT Watch Banking Insights, an ally for strategic planning

Before Watch Banking Insights it was not possible for Banreservas to know their real market share, making it tough to determine their success and how to improve.

Now with the solution, it is possible for them to have real data, and set goals, allowing to design better and more focus business strategies, redirecting efforts in favor of the clients.

Given the regional challenges, the transparency that the solution allows has considerably improved operational functionality. For Banreservas, Watch Banking Insights has been an ally when innovating their methods.

### The value of Watch Banking Insights

According to Brito, the statistics that Watch Banking Insights provides, have allowed them to improve measurement capabilities, showing Banreservas how to constantly improve. As time passes, more information is uploaded to the system and, with that, it is possible to have a better understanding of what they are doing right.

Since they have had access to the BI solution, they have seen a steep increase in the amounts of Letters of Credit and Guarantees received: while the market dropped an 80%, they saw a 100% increase in that period. In total cross-border transfers, while the market grew a 10% in that time, Banreservas' shared a growth of 14%.

“Before, we were working blindly, we couldn't determine our market share. After using SWIFT Watch Banking Insights we saw a great initiative in order to have our real numbers to improve our institution's decision-making ability to determine our course of actions: what kind of campaigns we can do, where our payments are going and where our payments are coming from; it has been a great success for us” said Brito Céspedes.