



## SWIFT's Corporate Business Development Dashboard delivers a centred view to ING



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### Hendrik De Spiegeleer

Senior Commercial Product Manager,  
SWIFT, ING

#### Benefits

- Helps ING to identify new opportunities to grow its corporate client base
- Provides the organisation with additional market intelligence and the ability to benchmark against peers
- Allows the organisation to gain unparalleled insights into future growth areas and threats
- Demonstrates ING's thought leadership and role as a trusted adviser
- Improves operational efficiency and customer engagement
- Supports external and internal discussions that rely on up-to-date and accurate information

#### Building a centralised view

“We wanted to identify all our customers currently on SWIFT,” De Spiegeleer explains. “Although we are to a large degree centralised in our administration today, that was not always the case.” As a result, he says, “customers that have been contracted by some of our local branches, like ING Russia, might not show up in our overviews at a central level. We wanted to be more efficient and avoid bothering our customers by having them sign similar contracts more than once.” A consistent view at an enterprise level also enables the bank to streamline its commercial approach to its branch customers. “The better consolidated view we get, the easier it becomes to centralise all implementations. We can also provide useful information to our commercial staff across the network. If we know upfront that potential prospects use SWIFT we can immediately approach them via the right channel - that makes onboarding to other ING services a lot easier.”

The SWIFT Corporate Business Development Dashboard provides the information ING was looking for. “For us, SWIFT was the obvious place to go as we have a very close relationship,” says De Spiegeleer. The dashboard offers monthly data on corporate connectivity and business activity along with a corporate traffic overview. Business Intelligence services are available from SWIFT to help maximise the insights available from the data delivered.

Business Intelligence Services from SWIFT provide ING with a monthly report that enables commercial teams to identify new business opportunities

The peer benchmarking service was also key for ING in identifying business opportunities when comparing against other providers in each market taken as a whole. The Corporate Business Development Dashboard gives ING the ability to analyse its comparative activity in the different countries where it offers payment and trade services. “It helps us align where we are and where we should be and to incentivise our commercial teams in our various markets,” says De Spiegeleer.

#### Solution overview

With an increasing number of corporates connecting to SWIFT through their banks around the world, regular fact-based information helps to improve strategic planning, perform competitive analysis, evaluate sales performance and manage service operations. The SWIFT Corporate Business Development Dashboard is designed to allow subscribers to develop prospective market analysis for business development, identify new and potential corporate customers, track and benchmark its business against SWIFT totals and to improve operational efficiency.

For more information, contact your SWIFT account manager or visit [www.swift.com/BI](http://www.swift.com/BI)

## About ING

ING is a global financial institution with a strong European base, offering a wide range of banking services. More than 52,000 employees offer retail and wholesale banking services to customers in over 40 countries. The bank has an omni-channel distribution strategy across its international network.

ING Wholesale Banking (WB) meets the banking needs of large corporations, multinationals and financial institutions, maintaining broad geographical coverage in its payments and cash management services. In addition to the basic banking services of lending, payments & cash management and treasury, ING provides tailored banking solutions in areas including corporate finance, leasing, structured finance, commercial finance (factoring), equity markets and debt capital markets.

## 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 and RMB Market Insights report.