

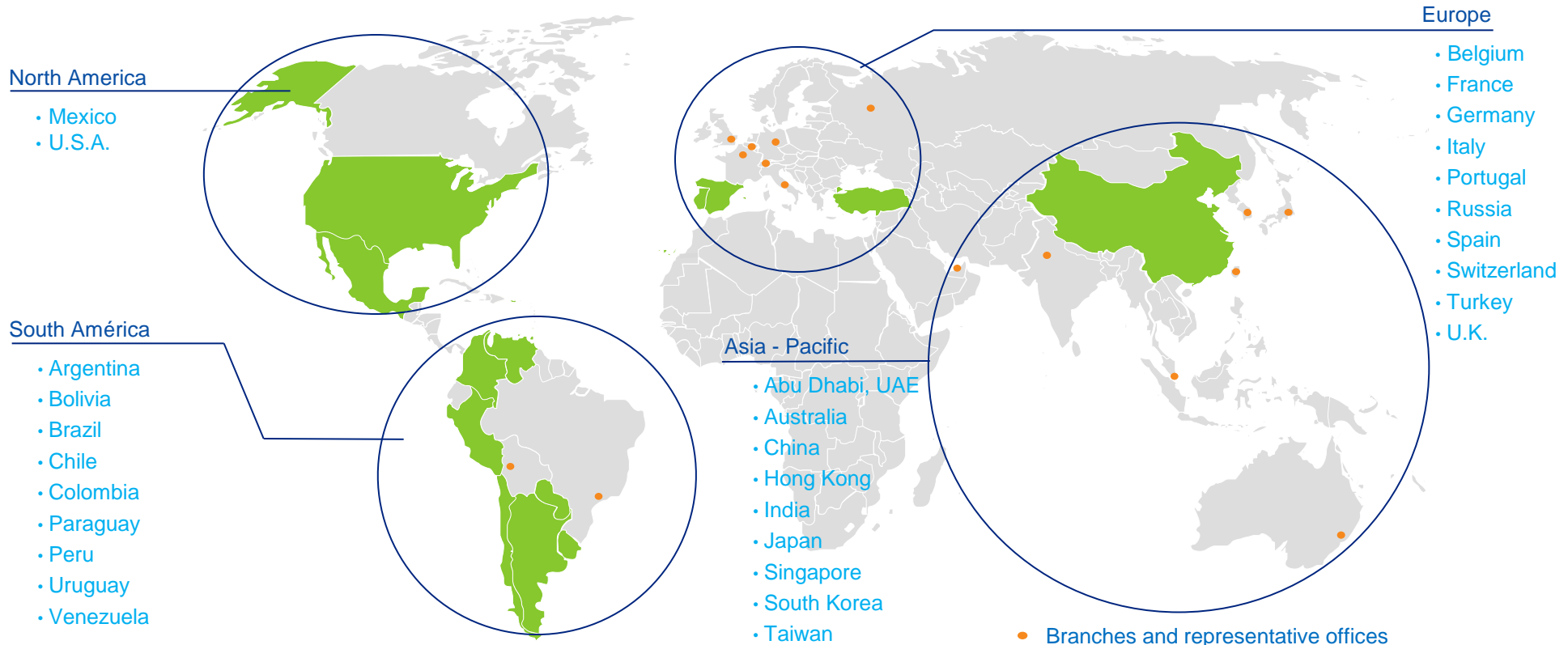
MyStandards within BBVA

Swift African Regional Conference

Global Payment Services - Marrakesh June 2014

A decorative horizontal bar at the bottom of the slide, composed of several horizontal stripes in various shades of blue, ranging from a very light blue at the bottom to a dark blue at the top.

BBVA is a global financial group...



€599Bn
Total Assets

50Mm
Customers

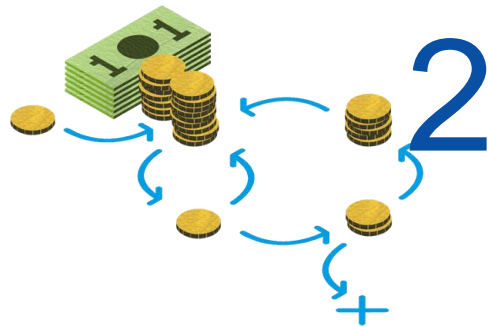
30
Countries

7,441*
Branches

20,864*
ATMs

109,079*
Employees

Added Value



2

Integral Services

We guide our clients through all the from the sale, implementation and commissioning of the solution to post sale service



1

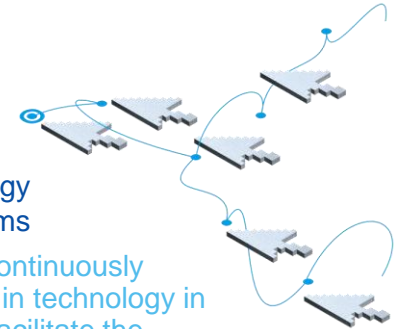
Global Capabilities

BBVA provides its customers around the world with a full range of financial services based on an extended presence and global network

3

Technology & Platforms

We are continuously investing in technology in order to facilitate the creation & migration of products and services to the e-banking platform and convert it into a Global Transactional Banking Platform



4

Team

BBVA has an extensive network of dedicated Global Transaction and Customer Service specialists with vast experience in the transaction business



5

Client Centric

Commitment to clients is our first priority. We believe in solid long-lasting relationships based on a wide range of products and services together with the best quality service



Global Payment Services



Our goal: offering a global connection and format to serve our customer needs

Creating a service is not so obvious

Many involved Partners within the organisation

- **Global Sales** → Sales process support
- **Global Customer Services** → Support in new customer implementations
- **Local product** → Integrate local service into the global infrastructure
- **IT** → Developing new services

All of them with shared needs:

- Understanding BBVA OneFormat Usage Guidelines
- Requestors of new services to comply with customers needs
- Collaborative needs

Creating a standard it's not as easy as it looks

- We need to assure that the **proposed standard is useful for customers** → comply with international standards
- It should be **easy to understand** and use → minimize the mandatory information, while it comply with local regulations
- Guarantee that it's **constantly updated and enhanced** with new market practices or local changes
- Maintaining the whole **organisation trained & updated**

We are using MyStandards as

Publisher Tools

Usage Guideline Editor

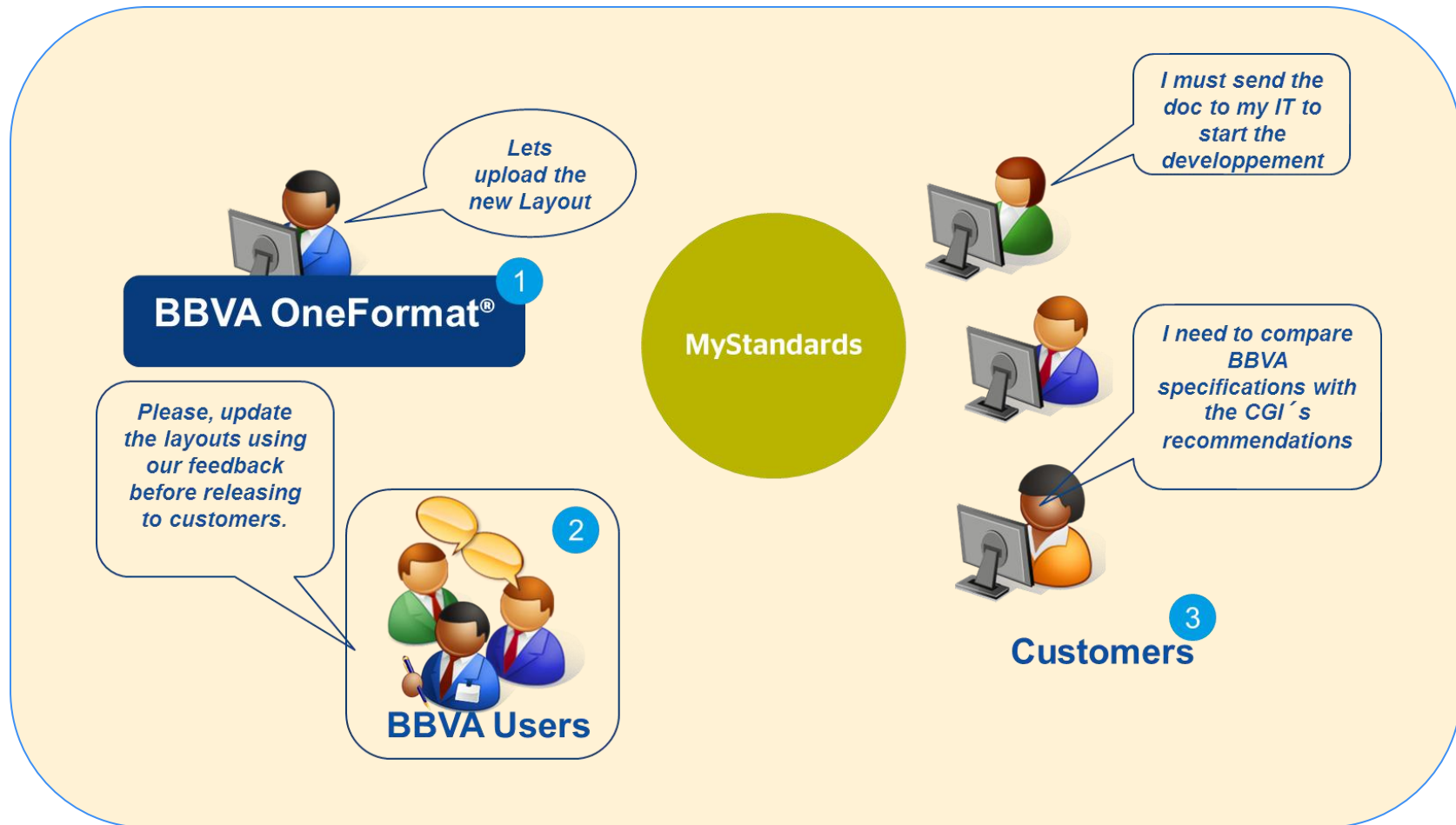
- **Create OneFormat** Usage Guideline for our customers
- **Central repository** for our layouts

Collaborative Tools

MyStandards Website

- Give **access to both our customers & internal users** to BBVA OneFormat layouts (Usage Guideline)
- Allow **downloading of our layouts** in various formats (PDF, XLS or XSD)
- Allow **comparing message** and usage guidelines versions
- Sharing **feedback from other internal** users on layout drafts

How Does it work?



Key points to consider

- Configure a **dedicated team** with a **clear scope**
- Define the **organization of the repository** (per payment type, country, naming convention...) from the very beginning of the project
- **Define roles and responsibilities** (Owner, Publisher, Reader) to guarantee consistent usage among teams
- **Governance Model:**
 - Who will use internally the layouts, How to manage feedback comments,
 - Training, regular updates to different teams ,,,,
- A **clear support** of the project by the **organization** is a must

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