



*Unlocking
business value
from data analysis*

Benefits

- > Analyse market share by country, currency or product
- > Identify new opportunities by currency, corridors etc
- > Benchmark your firm against your peers
- > Gain a group-wide view of your business
- > Measure and track your counterparty risk exposure by credit rating
- > Understand counterparty reciprocity
- > Integrate findings with sales-force KPIs
- > Pinpoint your AML compliance and credit exposure

Business Intelligence Services

A portfolio of analytical tools, consulting and training to help you to gain a deeper understanding of your business, your markets, and to make sure you get the most out of your SWIFT transaction business

SWIFT Business Intelligence Services is a suite of analytical and benchmarking tools coupled with tailored consulting and training services. We help you to transform your understanding of your business, the market you operate in and how you perform against competitors.

Business need

Organisations have too few resources to take advantage of 'big data', yet the importance of being able to analyse data has never been more apparent. You need objective measures for business plans. You need historic statistics and a view on market evolution. You have a general view of your market position yet need more fact-based information to identify where your organization has competitive advantage or where there are business opportunities.

SWIFT Business Intelligence Services can help

SWIFT BI Services fills this gap. We make sure you get the most out of your SWIFT WATCH tools. We can customize reports so that your product management and market analysis teams get the information that is most useful to them, when they need it. In addition, we provide more granular competitive frameworks such as peer benchmarking and reciprocity measures that will benefit relationship managers.

Because we help you to collect more accurate and detailed performance information, your business will be able to better segment customers and markets, and tailor products and services more precisely. You can incorporate findings into key performance indicators, creating a more focused sales-force.

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Typical BI Services users

Bank-to-bank:

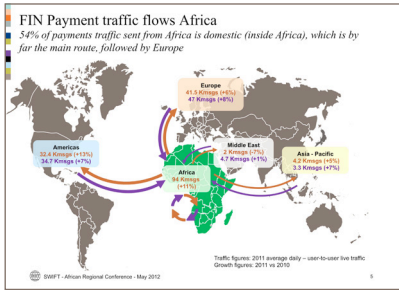
- Financial Institutions Group / Correspondent Banking
- Product management and sales of: cash management; trade finance; treasury; payments

Corporate-to-bank:

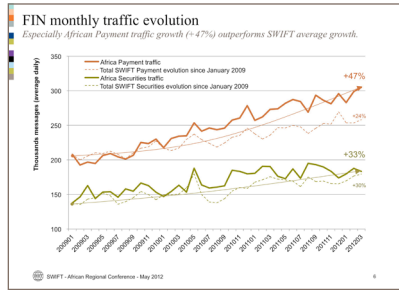
- Channel management
- Product management

Global Transaction Banking

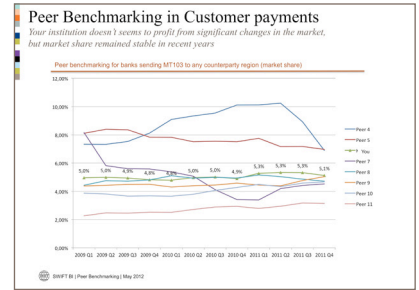
- Strategy
-



A Identify trends



A Track performance



A Benchmark against peers

Watch

At the core of SWIFT Business Intelligence sits the Watch platform, a portfolio of online reporting and analytical tools that give you direct and easy access to business intelligence about your financial institution and the global financial industry. For example, Watch Analysers provide you with direct access to business data allowing you to perform a more dynamic search and analysis.

Watch offers a valuable support to your sales, marketing, financial and operational objectives. You can easily identify trends, spot exceptions and benchmark your institution against the national, regional and global markets.

Business Intelligence Partnership

SWIFT Business Intelligence goes beyond Watch data and tools. We work in partnership with an organisation to identify reporting needs, set up custom reports for different departments and people, and train staff to be able to extract reports themselves.

We hold regular strategic meetings with clients to ensure a constant dialogue and make sure that the maximum value is extracted from SWIFT data. We can offer expert input on specific issues (such as growth areas like renminbi trade flows), cross-reference SWIFT traffic with other data, and provide flexible data delivery for internal analysis.

Customized business reports

Whether it is performance in a particular currency or product, or insight about market penetration, activity share and total market size, organisations need information to thrive. SWIFT Business Intelligence helps you to create easy-to-

consume, customized reports that provide a group-wide view of your operations, benchmark your business against peers and measure your performance in a geographic market, currency or product.

Corporate-to-bank business report

SWIFT is increasingly being used for bank to corporate business and SWIFT Business Intelligence can provide unique insight into this space. It enables you to track your penetration into the corporate sector by country or industry segment, for example, and monitor the evolution of traffic volume in payments, treasury or trade finance. You can also compare your position versus peers based on the total number of connected corporates and overall traffic volumes.

Peer Benchmarking

Peer benchmarking analysis leverages SWIFT's unique data and gives you crucial competitive and strategic insights that can be used to optimize your business. SWIFT's benchmarking services allow you to select the comparison parameters by type of player, country, currency or corridor. This gives you a clear picture of the evolution of your direct competitors' market share and your overall position in the market.

Flexible data delivery

Businesses need to distribute data across their organisation so that different teams can perform their own statistical analysis and build their own models in order to do forecasting. SWIFT Business Intelligence can send data feeds on a regular basis in your preferred format. This gives you total control over your own data analysis,

fully customizable data sets and enables synchronization with internal analysis tools.

Beyond SWIFT data

We recognise that organisations need to identify competitive advantages and potential risks. Network management, AML or risk teams may have identified a possible correlation between SWIFT traffic data and other data, but do not have the capacity to test it themselves. SWIFT Business Intelligence can cross-reference SWIFT data with any data source. In addition to peer benchmarking, Business Intelligence can generate country profiles around a variety of metrics – such as ease of doing business, transparency, country ratings, number of banks in a country, average bank rating, number of credit unions, market infrastructure etc. For our customer, this saves time and gives them deeper understanding of the markets in which they operate.

The service agreement is always customised and documented in a tailor made service proposal.

For more information please contact your SWIFT account manager or visit www.swift.com