

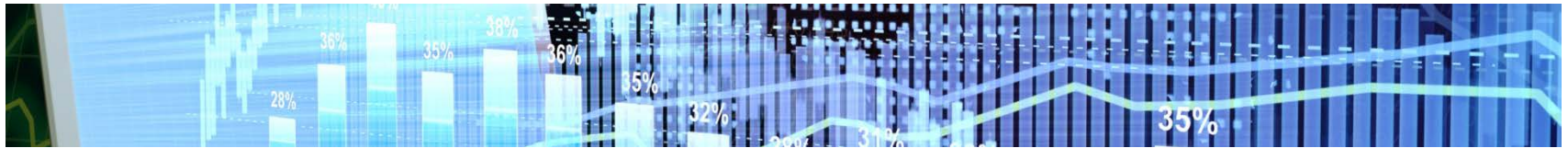
Bank Mandiri, Indonesia



Business Intelligence - Traffic Data benchmarking

“SWIFT’s Business Intelligence analytical tools and consulting have been a tremendous help to us. We gained a deeper understanding of our business and the markets we operate in and how we perform against competitors. SWIFT’s unique data gives us accurate and detailed performance information, we use these strategic insights to optimise our business and get a clear picture of our overall position in the market.”

Mr. Ferry M. Robbani, SVP Head of FI Coverage & Solutions Group, Bank Mandiri



The challenges

- Develop strategies to become one of the leading banks in Indonesia
- Understanding Bank Mandiri’s position in the country and markets
- Need more fact-based information to identify bank’s competitive advantage and new business opportunities

The solution

Customised reports and tailored consulting resulted in:

- Analyse bank’s performance with unique and detailed market data
- Identify the bank’s activity share in different markets and growth opportunities
- Track volumes and values of transactions to gain comparative view within the relevant marketplaces

The benefits

- Enables Bank Mandiri to gain an evolutionary group-wide view of their business
- Benchmark bank’s position against peers
- Develop targeted action plans with fact-based and in-depth view of business
- Better comprehensive view of the bank’s strengths and highlighting potential areas of focus

