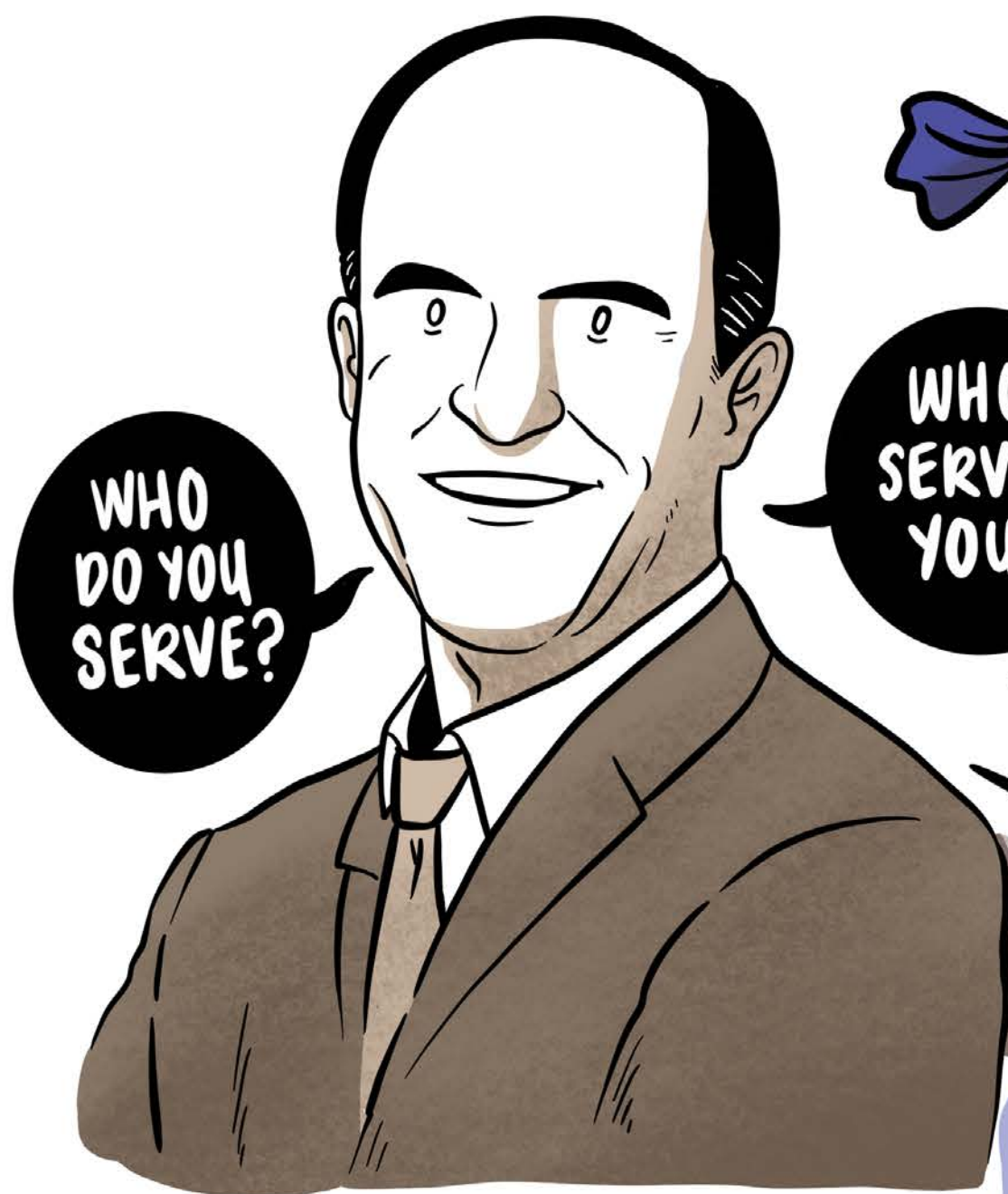




# OPERATIONS FORUM *Asia Pacific*

29 OCTOBER 2019

SERVICE EXCELLENCE in a COMPETITIVE WORLD



WHO DO YOU SERVE?

WHO SERVES YOU?



SERVICE

IS TAKING ACTION TO CREATE VALUE FOR...

SOMEONE ELSE

THEY ARE THE ONES THAT GAUGE YOUR SERVICE

THE LEVELS of SERVICE ARE AN ESCALATOR THAT KEEPS MOVING DOWN!

UNBELIEVABLE!

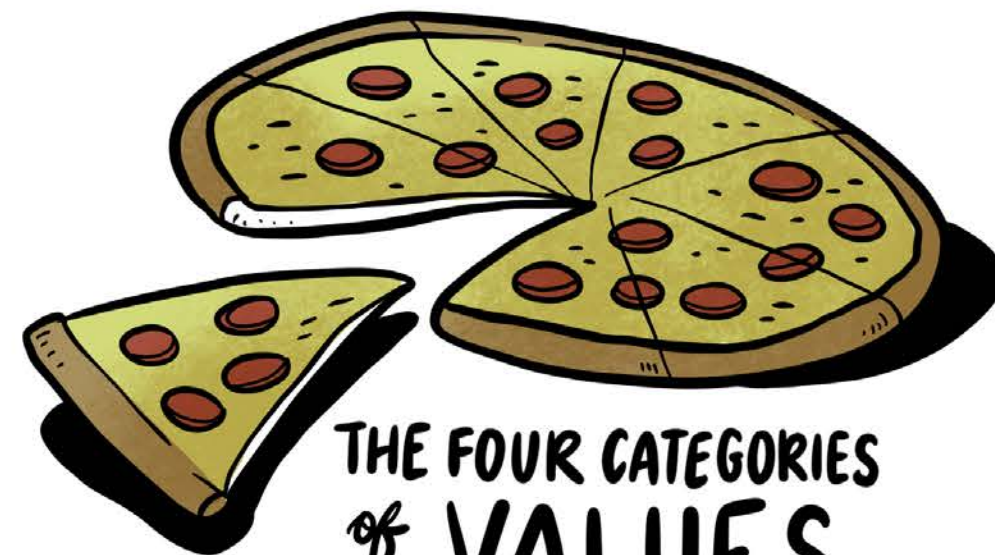
SURPRISING

DESIRED

EXPECTED

BASIC

CRIMINAL



THE FOUR CATEGORIES of VALUES

PRIMARY PRODUCTS | DELIVERY SYSTEMS | SERVICE MINDSET | ONGOING RELATIONSHIP

SERVICE EXCELLENCE IS TAKING THE NEXT STEP UP TO CREATE MORE VALUE FOR SOMEONE ELSE!

Unleashing

UNBELIEVABLE

**RON KAUFMAN**  
CHAIRMAN OF UPLIFTING SERVICE  
& NEW YORK TIMES BESTSELLING  
AUTHOR.





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## WORK SESSION #1: ALLIANCE MESSAGING HUB

**AMH**  
OFFERS THE  
HIGHEST  
LEVEL OF  
SECURITY



**MODULARITY**  
UNPARALLEL FLEXIBILITY  
TO **SCALE**



**AMH**  
TRANSLATOR



**INSTANT  
PAYMENTS**



**COMPONENT-  
BASED  
ARCHITECTURE**

**UX**  
— AND —  
**UI**  
IMPROVEMENTS



**FUTURE-PROOFING  
AMH**



**CLOUD  
-AWARE**

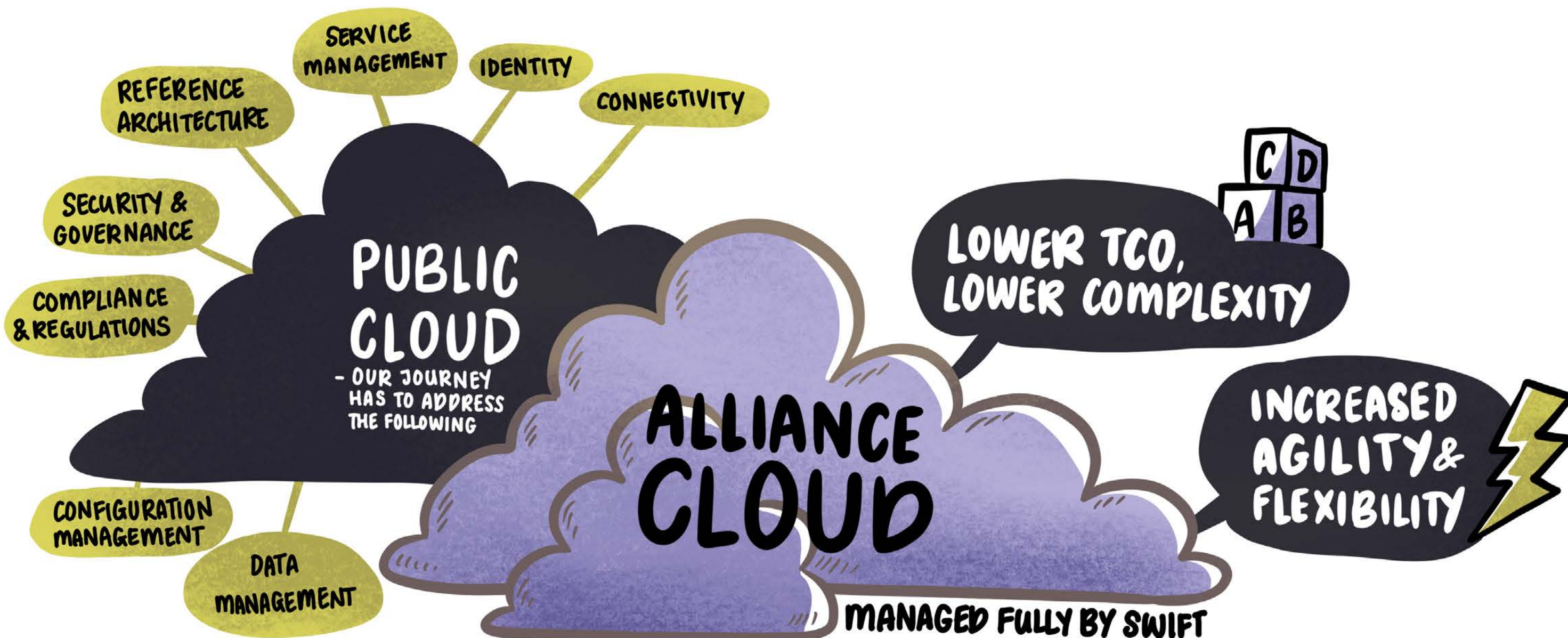




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EVOLUTION OF SWIFT'S INTERFACES & CONNECTIVITY—  
ALLIANCE CLOUD & CLOUD CONNECT AT A GLANCE



FOCUS on your  
**CORE**

STATE-*of-the*-ART,  
SECURE, RESILIENT  
& SCALABLE

LEVERAGE GLOBAL REACH &  
FUTURE PROOF UNIVERSAL  
CHANNEL TO PAYMENT  
ECOSYSTEM INITIATIVES, API  
& SERVICE





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PANEL DISCUSSION: CUSTOMERS THE DAY AFTER TOMORROW

**GRAB**  
IS A BIG  
PROONENT  
of  
DOG FOODING

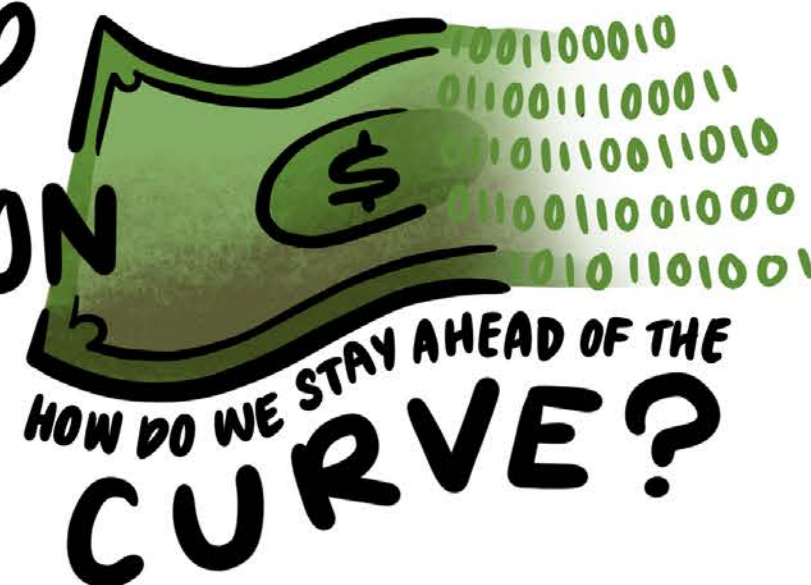


YOU HAVE TO BE ABLE TO EAT  
WHAT YOU MAKE!

**PEOPLE** WHO WORK  
@CHANGI AIRPORT  
HAVE MORE PRIDE &  
LOYALTY TOWARDS THE  
AIRPORT THAN THEIR  
ACTUAL COMPANIES!



A HUGE TREND  
TOWARDS THE  
**DIGITISATION**  
of ASSETS



HOW DO WE STAY AHEAD OF THE  
**CURVE?**

AS WE MOVE TOWARDS A  
DIGITAL FUTURE,  
THE ROLE OF HUMANS  
IN SERVICE BECOMES  
MORE IMPORTANT  
(BUT PERHAPS IN A  
SMALLER NUMBER)



HOW  
CAN I  
HELP?

**ONBOARDING**

FROM THE START, WE  
MEASURE a PERSON'S  
**HUNGER!**



TAKE  
RESPONSIBILITY  
to CHANGE  
the CULTURE  
IN YOUR  
ORGANISATION







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DEVELOPMENT OF ALLIANCE ACCESS / ENTRY PORTFOLIO



TO BUILD A WORLD WHERE CUSTOMERS HAVE CERTAINTY ON ALL THEIR PAYMENTS, ALL FINANCIAL INSTITUTIONS WILL NEED TO CONFIRM PAYMENTS *by* 2020!



7.2, 7.3, 7.4  
HAVE HIGH LEVELS  
of COMPATIBILITY...

**7.5**

IS ON ITS WAY!

ISO20022 SUPPORT in 7.5

RMA  
BOOTSTRAP

BIC vs.  
DCN

TRANSLATION  
ISO20022 TO  
MT





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## INTRODUCTION TO ALLIANCE WAREHOUSE

