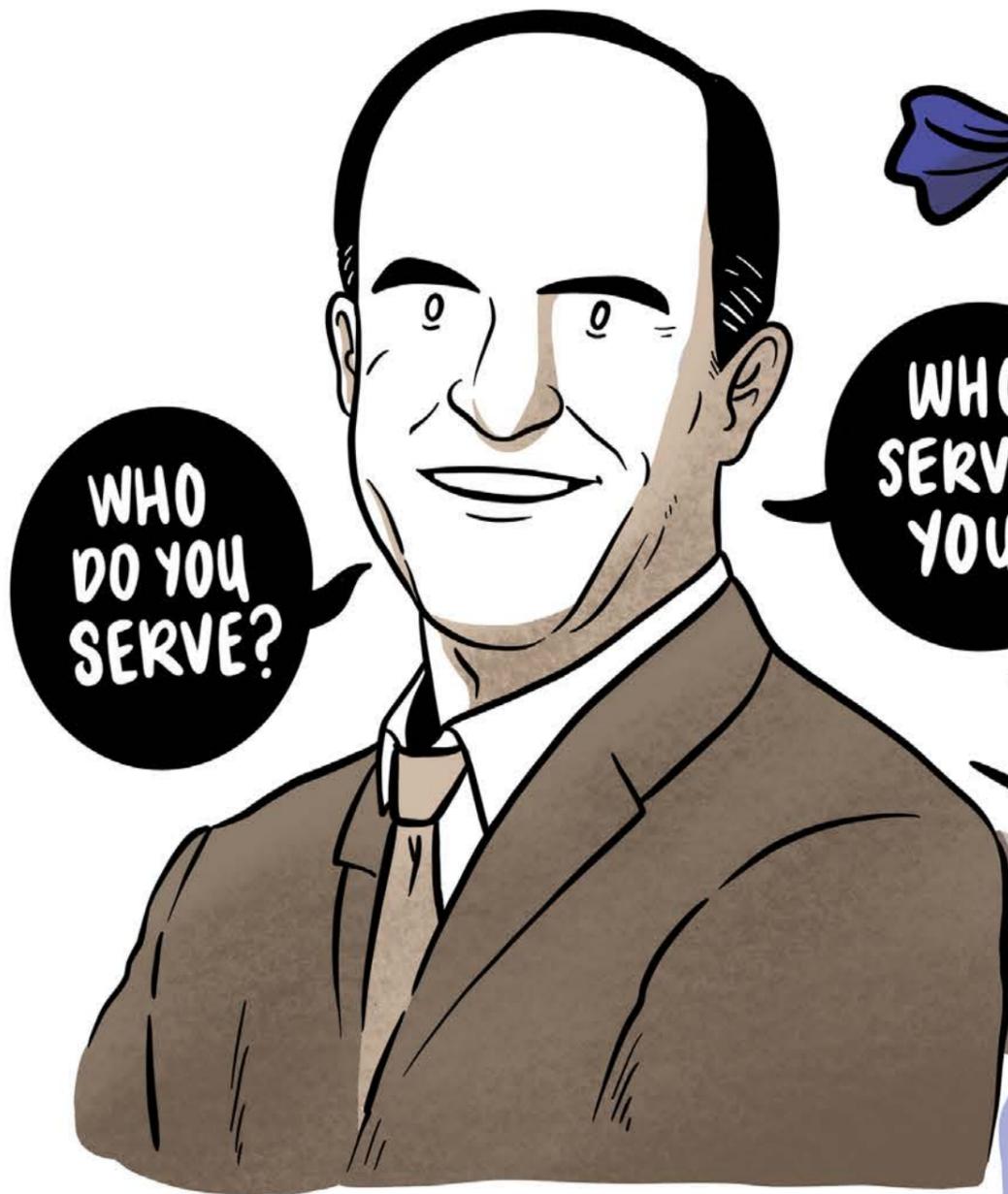




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SERVICE EXCELLENCE in a COMPETITIVE WORLD



WHO DO YOU SERVE?

WHO SERVES YOU?



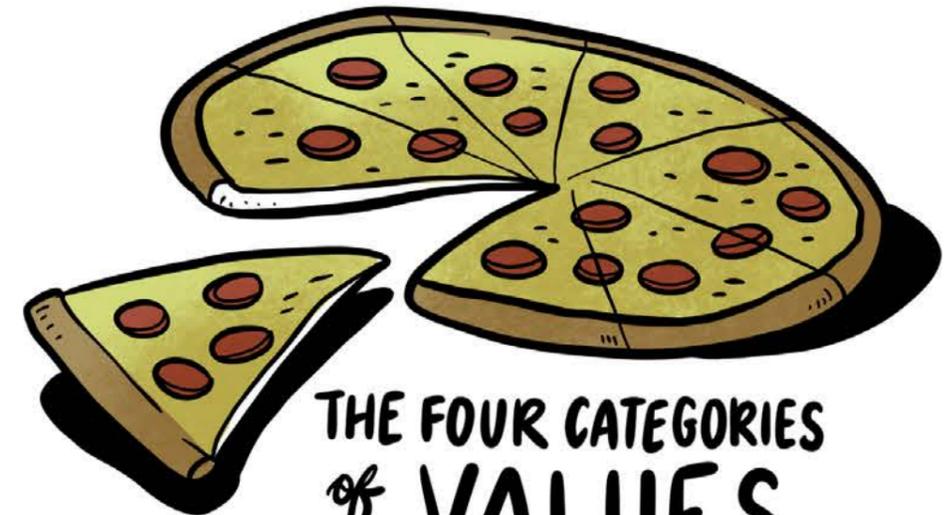
SERVICE IS TAKING ACTION TO CREATE VALUE FOR...

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

ABC123

AMH
TRANSLATOR



COMPONENT-
BASED
ARCHITECTURE

UX
— AND —
UI
IMPROVEMENTS

INSTANT
PAYMENTS



FUTURE-PROOFING
AMH



CLOUD
-AWARE

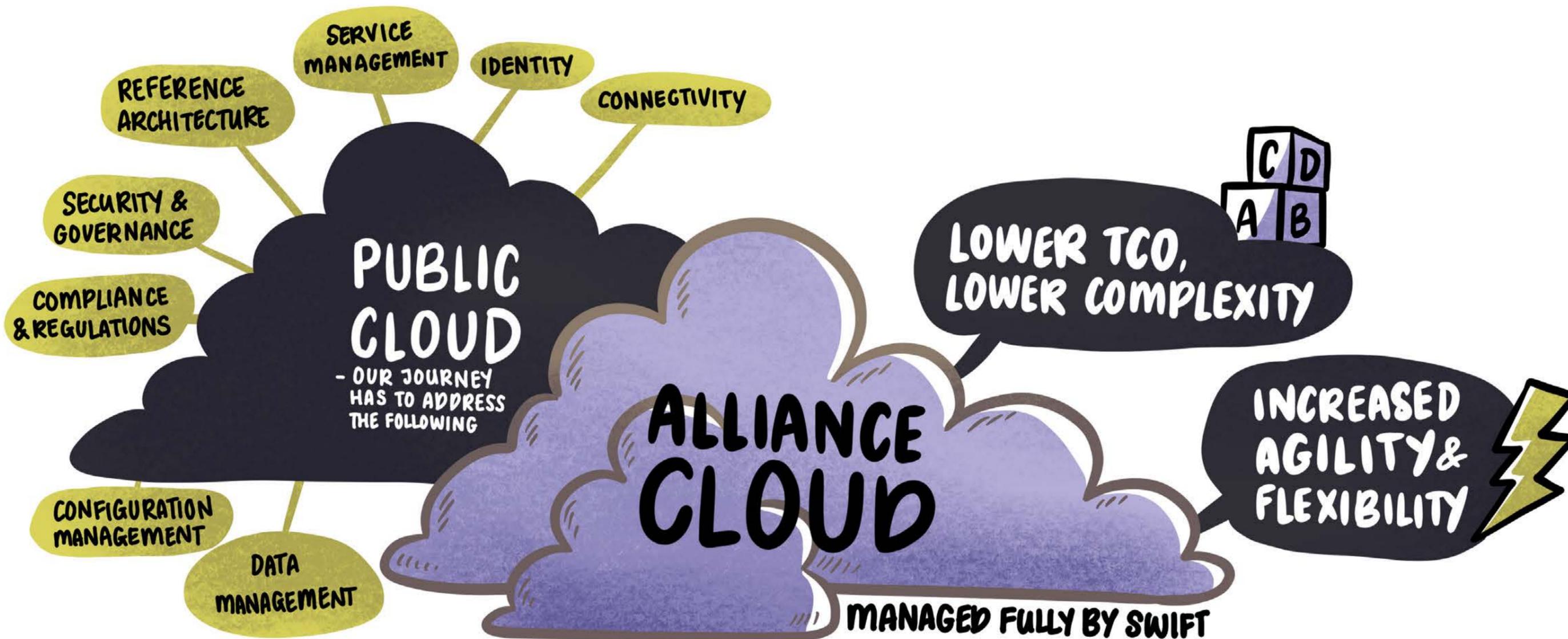




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EVOLUTION OF SWIFT'S INTERFACES & CONNECTIVITY—
ALLIANCE CLOUD & CLOUD CONNECT AT A GLANCE



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
PROPONENT
of
DOG FOODING

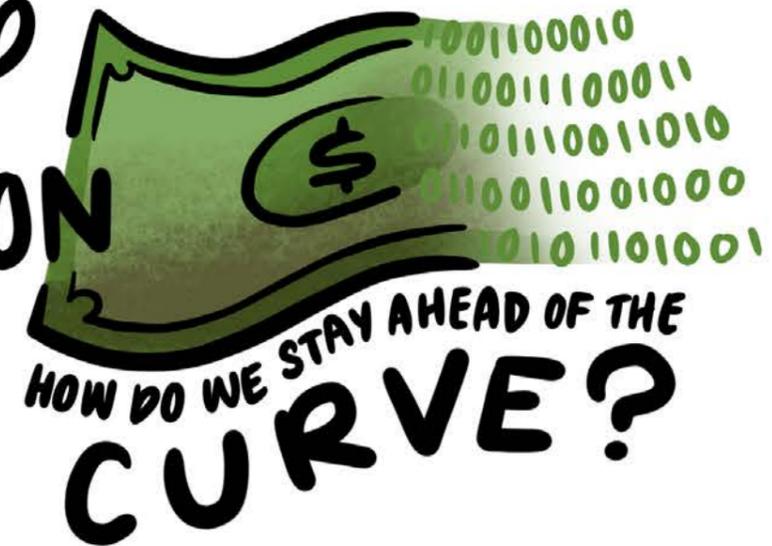


YOU HAVE TO BE ABLE TO EAT
WHAT YOU MAKE!

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



A HUGE TREND
TOWARDS THE
DIGITISATION
of ASSETS



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



THE NEW ROOT KEY
14 MARCH '20

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

