



Watch Traffic

Gain insights into your markets and operations through analysis of your global message volumes and costs

Watch Traffic helps operational and business teams within your financial institutions to optimise the value they gain from SWIFT through a combination of data analysis and reporting tools. Watch Traffic provides insights into your own business, helps identify opportunities to expand in new markets and improves operational efficiency. Watch Traffic supports Financial Institutions that are also looking for a clear view of their SWIFT messaging costs.

What is Watch Traffic?

Watch Traffic includes both Watch Traffic Analytics and Watch Message Cost Analytics. **Watch Traffic Analytics** offers access to your FIN, InterAct and FileAct traffic volumes sent and received by your institution and compares them to SWIFT totals through the online analysis and reporting tool. **Watch Message Cost Analytics** allows you to view your average message costs, fixed charges, number of chargeable units and other measures of your billed FIN, InterAct and FileAct traffic.

How to use Watch Traffic?

As with other Watch Analytics tools, wizards allow you to use the same drag and drop interface that is easy to use right from the start. Once you have your selected results, they can be easily exported into MS Excel or to other applications for further processing or integration into your existing analysis environment. You are then able to update and share these reports within your institution or create templates for future analyses.

Benefits

Track your position in various markets

Understand your operations

Benchmark your performance against SWIFT total traffic volumes

Understand your messaging costs

Improve operational efficiency

Identify potential cost savings

Monitor your gpi adoption

The gpi flag and list of gpi agents is included in Watch Traffic Analytics.

Watch Traffic Analytics

provides insight on your institution's position in the global marketplace and about your overall business performance.

Identify business opportunities

For example: How is your payments business over SWIFT evolving?

Benchmark your performance

For example: How is your traffic volume evolving in comparison with the previous year? What is your activity share in each of the countries where you have branches?

Monitor counterparty relationship

For example: Who are your most important business partners? What proportion of your total messaging volume do they represent?

Measure new services and strategies

For example: Is your traffic evolving as expected? How is your bank-to-corporate business evolving?

Improve operational efficiency

For example: Do any of your branches have difficulties sending or receiving messages?

Monitor your gpi adoption

For example: Is your gpi traffic evolving as expected? What is your gpi adoption rate by country, by correspondent, by corridor?

Watch Message Cost Analytics

Helps you to get insights on how message costs are evolving in key business areas or where operational efficiency improvements can be made.

Allocate your messaging costs

For example: What is the total message cost breakdown for each of your branches?

Improve your operational efficiency

For example: What is your total cost of NAKed messages? Are you still sending any free format messages?

Evaluate message price evolution

For example: How is the cost of Securities messaging evolving within your group?

Identify potential cost savings

For example: How are you applying delivery notifications and what are the related costs? Which of your branches is the most expensive in terms of messaging and what is causing this?

At a glance:

To get a view on what **Watch Traffic Analytics data** looks like, see below how to search and filter some of the metrics and attributes available in the **FIN Traffic Analytics wizard**:

1. Please select the attributes visible in your report (Required)

Choose attributes from the list. Remember this answer

This prompt cannot accept more than 5 selections.

Available:

- Geo region
- Country
- Counterparty CPD Primary BIC
- Counterparty CPD Name
- Counterparty Geo region
- Counterparty Country
- Customer route
- Geo route
- Delivery status
- Test environment flag (Y/N)

Selected:

- BIC8
- Counterparty BIC8
- Message type

2. Please select the metrics for your report (Required)

Choose max. 6 metrics from the list. Remember this answer

This prompt requires between 1 and 6 selections.

Available:

- Total SWIFT Traffic sent
- Total SWIFT Traffic received
- SWIFT Activity share traffic sent
- SWIFT Activity share traffic received
- YTD traffic sent
- YTD traffic received
- YTD total SWIFT traffic sent
- YTD total SWIFT traffic received
- YTD SWIFT Activity share traffic sent
- YTD SWIFT Activity share traffic received
- Growth YTD versus PYTD traffic sent

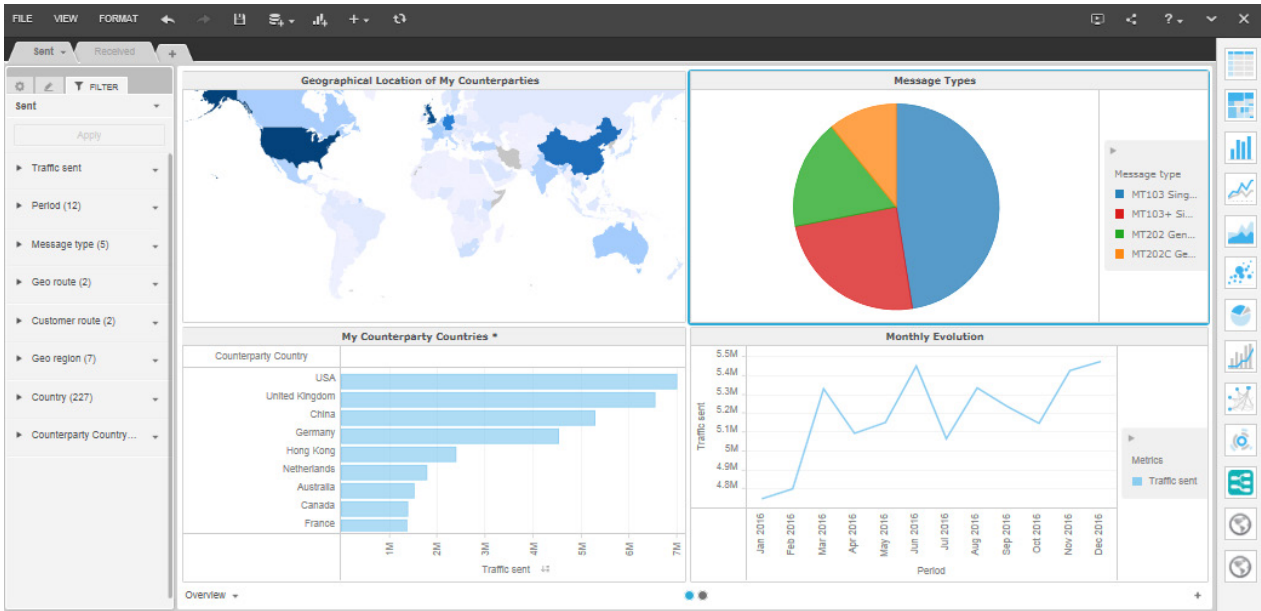
Selected:

- Traffic sent
- Traffic received

Once the Watch Traffic Analytics query has been executed, you can further drill down and analyse the resulting report.

BIC8		Counterparty BIC8		Message type		Traffic sent	Traffic received
DEMOCNBM	DEMO Bank of China - Branch BM	DEM3CN4D	DEM3 Bank of China - Branch 4D	MT202	General Financial Institution Transfer	27	0
		DEMGDE71	DEMG Bank of Germany - Branch 71	MT202	General Financial Institution Transfer	1	0
		DEMPUS8V	DEMP Bank of United States - Branch 8V	MT103	Single Customer Credit Transfer	5	179
				MT202	General Financial Institution Transfer	49	0
		DEMZCNPA	DEMZ Bank of China - Branch PA	MT202	General Financial Institution Transfer	21	0
				MT103	Single Customer Credit Transfer	1	2
		DEMZJPYR	DEMZ Bank of Japan - Branch YR	MT202	General Financial Institution Transfer	4	0

Or access one of the pre-defined interactive visual dashboards in Watch Traffic Analytics.



See below an example of the visual representation for Watch Message Cost Analytics data with some of the metrics and attributes available in the InterAct Message Cost Analytics wizard:

2. Please select the attributes visible in your report (Required)

Choose attributes from the list. Remember this answer

Available:

- Billable Country
- Sender Geo Region
- Sender Country
- Receiver Geo Region
- Receiver Country
- Receiver CPD
- Receiver BIC8

Selected:

- SWIFTNet Service
- Request Type
- Billable Geo Region
- Billable BIC8
- Sender BIC8
- Sender DN
- Sender CPD

3. Please select the metrics for your report (Required)

Choose between standard metrics and totals. This prompt requires between 1 and 6 selections. Remember this answer

Available:

- Options Variable Charges
- Options Fixed Charges
- Total Amount
- Total SWIFT Messages Billed
- Total SWIFT Chargeable Units
- SWIFT Activity Share Messages Billed
- SWIFT Activity Share Chargeable Units**

Selected:

- # of Messages Billed
- # of Chargeable Units
- Base Amount
- Extra Length Amount
- Total Amount Before Options
- Average Message Price

Once the Watch Message Cost Analytics query has been executed, you can further drill down and analyse the resulting report.

SWIFTNet Service description	Metrics	# of Messages Billed	# of Chargeable Units	Total Amount	Average Message Price
clsb.cls (Live)		5,699,654	16,913,105	€ 736,211.35	€ 0.13
SWIFTNet Funds (Live)		3,584,317	3,646,671	€ 178,696.44	€ 0.05
SWIFTNet RMA		17,678	17,929	€ 67,240.00	€ 3.80

Ordering and pricing:

For more information about ordering and pricing, contact your SWIFT account manager.

For comprehensive SWIFT billing data and analysis, learn more about our stand-alone service, [Watch Billing Analytics](#), and for the full SWIFT Business Intelligence portfolio please visit www.swift.com/BI or email watch@swift.com.

About SWIFT's Business Intelligence portfolio

Launched in 2005, SWIFT's Business Intelligence (BI) portfolio encompasses an entire suite of intuitive tools including analytics, insights, consulting services and economic indicators designed to grow with customers' business needs. The current portfolio includes; Watch Analytics, a platform to analyse and report traffic volumes, value and currency by market, message type and region especially focusing on payments, trade finance, foreign exchange and securities markets; Watch Insights, visual and business-oriented dashboards on a subset of correspondent banking traffic; BI Services bringing value beyond the data, and SWIFT Economics, RMB Tracker and RMB Market Insights report.