Customer Engagement Summit Munich

Projet Sunrise :

Comment faire évoluer votre organisation en mode Follow-The-Sun

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BNP PARIBAS GROUP

BNP PARIBAS

RETAIL BANKING AND SERVICES

DOMESTIC MARKETS

BNP PARIBAS
FRENCH RETAIL BANKING

BNP PARIBAS FORTIS
RETAIL BANKING IN BELGIUM

BNL
RETAIL BANKING IN ITALY

BGL BNP PARIBAS
RETAIL BANKING IN LUXEMBOURG

LEASING SOLUTIONS
EQUIPMENT SOLUTIONS

PERSONAL INVESTORS
DIGITAL BANKING AND INVESTMENT SERVICES

ARVAL
EQUIPMENT SOLUTIONS

INTERNATIONAL FINANCIAL SERVICES

INTERNATIONAL RETAIL BANKING
RETAIL BANKING OUT OF EURO ZONE

PERSONAL FINANCE
CREDIT FOR INDIVIDUAL CUSTOMERS

BNP PARIBAS CARDIF
INSURANCE

BNP PARIBAS WEALTH MANAGEMENT
PRIVATE BANKING

BNP PARIBAS ASSET MANAGEMENT
ASSET MANAGEMENT

BNP PARIBAS REAL ESTATE
REAL ESTATE

CORPORATE & INSTITUTIONAL BANKING

BNP PARIBAS SECURITIES SERVICES

GLOBAL MARKETS - CORPORATE BANKING

BNP PARIBAS SECURITIES SERVICES

BNP PARIBAS

Helping our clients realise their cross asset class investment opportunities around the world

Clients in **90+** markets around the world

10,000 employees

40 Innovation & Digital Transformation team

Europe

Americas

Asia

Markets covered
90+

Proprietary network
27 countries

Local expertise in
36 markets

PROVIDING SERVICES TO:

50% of the top 20 asset managers in Europe

13 out of the top 15 insurance companies in Europe

ASSETS UNDER CUSTODY	ASSETS UNDER ADMINISTRATION	TRANSACTIONS SETTLED
USD 10,282bn	USD 2,503bn	84.7m
+6.7% vs 31.12.2015	+6.2% vs 31.12.2015	+16% vs 2015

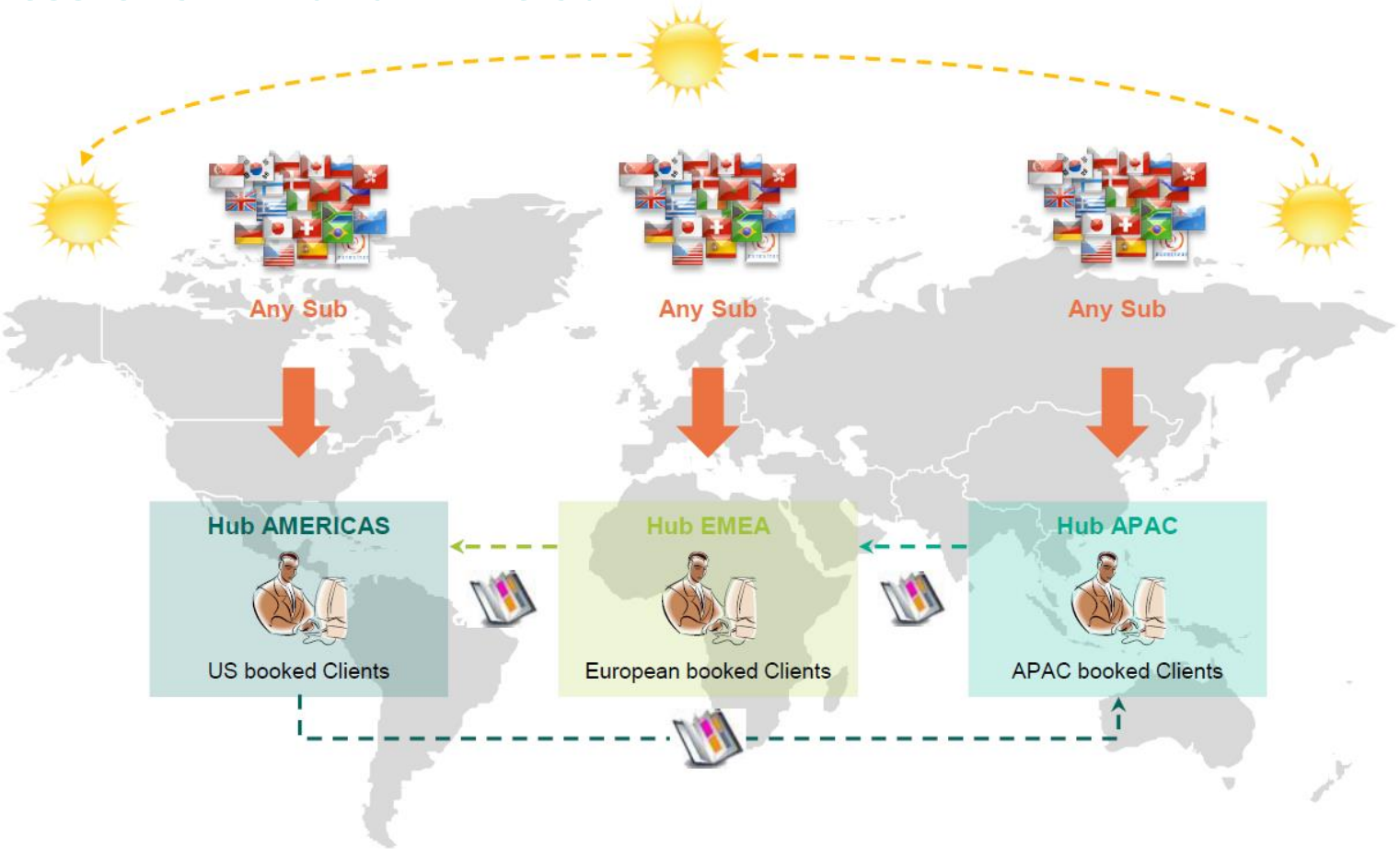
BETTER, FASTER AND SIMPLER CUSTODY

In 2016, we launched Augmented Custody, a programme designed to make our custody services better, faster and simpler and enable our clients to manage their investments more efficiently.

"Custodians have a huge role to play in helping their clients maximise the efficiency of their operations and keep their competitive edge. Our ambition is to enhance our core services thanks to the power of digital."

Business CASE – Follow The Sun

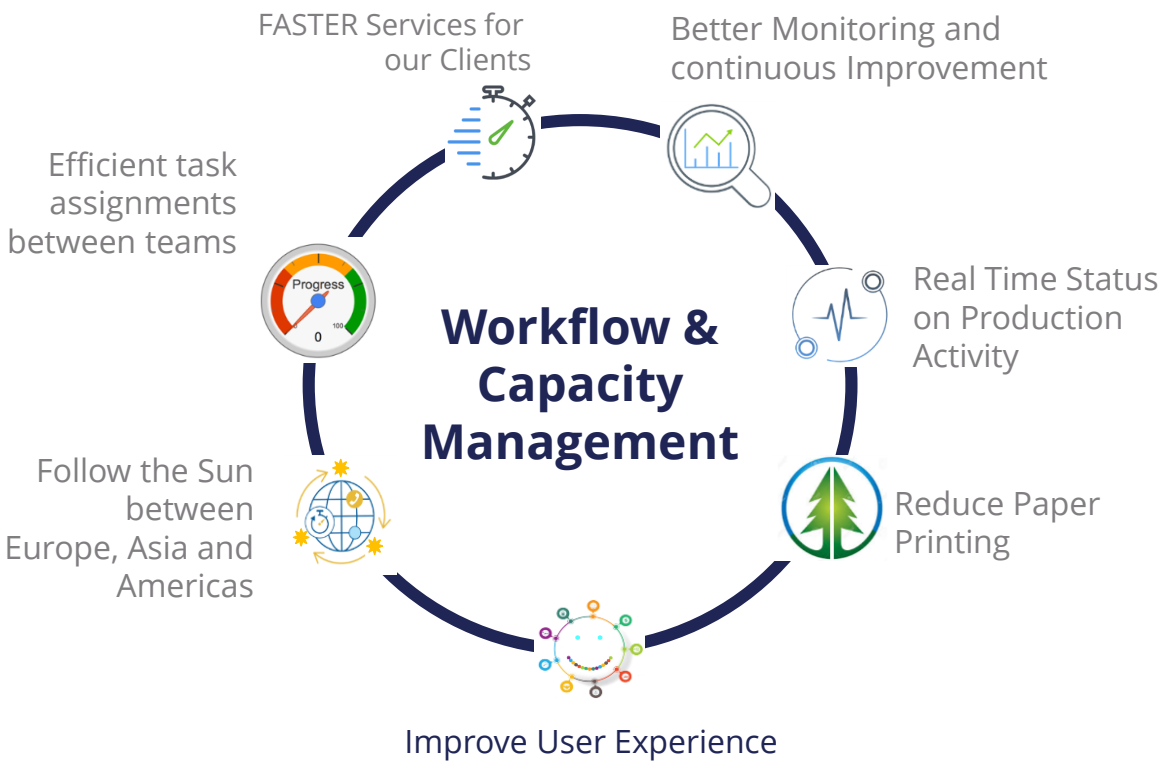
Worldwide Client Access



Business Continuity

Business CASE

Need for a Platform



Pega as a Solution

- **Low Code** Development
- **Accelerated** application development possibility
- **Time to Market** for Follow the SUN program
- **Direct Assignments**
- Activity **Monitoring** using **reports** and KAIs/KPIs
- **Rule Based** Application , Business Rules controlled by Users
- **Easy to Change**
- Strong **KPI's** building functions

New Operating Model

350 + users in 4 **countries** for corporate actions and income teams
500 + users expected by beginning of 2019

Internal Custody Systems

SWIFTS

FAXES

SUNRISE

PEGA

- Activity / Task Identification
- Complexity, Workload, SLA
- Required Profile
- Preferred Location
- Allocation Process
- Reallocation Process

Business continuity between GC Hubs

User's Work List

User's KAI / KPI

Manager's view on Team's Worklist

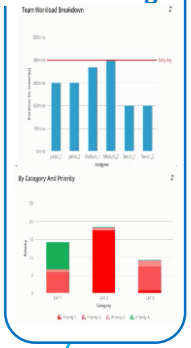
Reports

Manager's view on Team's KAI / KPI

Configuration

Follow the sun

Activity Monitoring



Manual actions | Print | Follow | Search | export | tag | Parameterization | recent actions | Emails

Monitoring

Capacity Planning

Follow the SUN

Real Time Visibility

CORPORATE **Action**

ACCESS Complexity

SMART Assignement

Reallocation

Benefits Achieved

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CENTRALISED WORK MODEL

- Teams working in collaborative way
  (350 users, 25+ teams in Paris, Lisbon, Jersey City and Chennai)
- Real Time work assignment
- Clear Ownership

Production STATUS Monitoring

- Real Time view on the Status
- Peaks are managed Efficiently

SLA Tracking

- 25% of Work is already being shared among teams in different locations
- High Priority Items are being done on priority

IMPROVEMENTS

- Identified Areas of Automation

Better Controls

- New controls being added
- No Paper Printing
- manually generated tasks are logged

Challenges faced and Lessons Learned

- Adapting Business Needs to Out of the Box functionalities available in PEGA
- Sizing and Performance related to Volumes
- Interfaces and parallel processing
- Infrastructure
- Dimension of the first Slot of the Project

OUR Journey is not finished yet!

- Corporate Actions and Income teams are using Case management tool on pega platform since June 2017
- New teams and systems have been on boarded by Mid of 2018
- Many new initiatives are under study (Project expansion)
- Robotics cases are under review

Vielen Dank!

PEGA