

IBOS Association

- Welcome to the launch of Campaign Monitor
 - It is a service enabling IBOS to communicate more effectively amongst its members
 - Its main function is sending tailored e-letters to make announcements and to distribute publicity materials (articles, whitepapers)
 - We can actively expand and manage the subscriber lists
 - All e-letter contain automatic unsubscribe & sign-up functions

Campaign Monitor

- The main purpose is to distribute the IBOS message to a wider audience in the banks
- The IBOS Business Development representatives in each member have piloted the service
- Now we expand it to all website users and to the extended group beyond website users

- This is the webinar to launch the service
- By receiving an invitation to the webinar you can be sure you are on the subscriber list
- Please forward the letter to anyone else in your bank that you feel would be interested
- They can then use the auto-subscribe function to add their name to the subscriber list
- Neither they nor you need have a log-in to the IBOS website

Campaign Monitor

- The audience for this that already knows a lot about IBOS is:
- IBOS Board members and the representatives on the Business Development and Guaranteed Service level groups (that's about 60 people)
- Their direct teams in ICM roles (that's about 350 people)
 - They would all need to have IBOS website log-ins for their daily work
 - This checks off – there are 390+ log-ins issued

Campaign Monitor

- The new audience for this is the internal business partners of the member banks' International Cash Management units
- IBOS supports their bank's ICM solutions towards the bank's customers
- These partners do not need to have IBOS website log-ins for their daily work

What's the point?

- To raise the level of awareness and confidence amongst the audience for IBOS' value to them and their customers
- To communicate expansion of IBOS coverage
- To make available some commentary on industry issues (e.g. SEPA, Payment Services Directive) that may not be readily available to the audience from other sources

What's the material?

- Announcements about IBOS services and coverage
- Case studies on the role played by IBOS in the member banks' ICM solutions – including as video
- Articles written by IBOS or written about IBOS (from GTNews, Treasury Today, The Treasurer..)
- Invitation to download commentary on industry issues – whitepapers/videos
- Frequency should be one item every 2-3 weeks: it isn't a newswire service

IBOS status now

- New banks on board over the last year:
 - Bank Austria
 - UniCredit Corporate Banking Italy
- New banks in implementation:
 - UniCredit in all three Baltic States
 - UniCredit Tiriac Bank Romania
 - CIBank Bulgaria (KBC Group)
 - CJSC UniCredit Bank Russia

IBOS Reach for the Core Proposition



Members and Associates – Account-Opening, MT101/103/940

Austria	Bank Austria	Latvia	AS Unicredit Bank Latvia
Belgium	KBC Bank NV	Lithuania	AS Unicredit Bank Lithuania
Bulgaria	CIBank	Mexico	Scotia Mexico
Canada	Scotiabank	Netherlands	KBC Bank NV Nederland
Czech Republic	CSOB Czech Republic	Norway	Nordea Bank Norge ASA
Denmark	Nordea Bank Denmark A/S	Poland	Kredyt Bank SA
Estonia	AS Unicredit Bank Estonia	Portugal	Banco Santander Totta
Finland	Nordea Bank Finland plc	Romania	Unicredit Tiriack Bank
France	HSBC France	Russia	CJSC Unicredit Bank
Germany	Unicredit Group	Slovakia	CSOB Slovakia
Hungary	K&H Bank	Slovenia	Banka Koper
Ireland*	Ulster Bank	Spain	Banco Santander
Italy	Intesa SanPaolo SpA	Sweden	Nordea Bank AB (publ)
	Unicredit Corporate Bank	UK	Royal Bank of Scotland
		US	JPMorgan Chase Bank NA
			Silicon Valley Bank
			US Bank NA

IBOS status now

- This represents the achievement of pan-European coverage to add to comprehensive coverage of USA, Canada and Mexico
- Matched by widening availability of the DZero Automated Sweep service in Euro with the following banks ready:
 - Bank Austria
 - UniCredit Corporate Banking Italy
 - Banco Santander Totta Portugal

IBOS Value Proposition



DZero Account-Holding Banks

Live now:

Austria	Bank Austria
Belgium	KBC Bank NV
Czech Republic	CSOB Czech Republic
France	HSBC France
Germany	Unicredit Group
Hungary	K& H Bank
Italy	Intesa SanPaolo SpA
	Unicredit Corporate Bank
Netherlands	KBC Bank NV The
Netherlands	
Portugal	Banco Santander Totta
Slovakia	CSOB Slovakia
Spain	Banco Santander

Live shortly:

Finland	Nordea Bank Finland plc
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In implementation in IBOS/live in-house:

Estonia	AS Unicredit Bank Estonia
Latvia	AS Unicredit Bank Latvia
Lithuania	AS Unicredit Bank Lithuania

In implementation in-house/planned to be live in IBOS in 2009:

Poland	Kredyt Bank SA
Romania	Unicredit Tiriack Bank
Russia	CJSC Unicredit Bank

What benefits does IBOS bring to members?

Compliments the member's own reach

- Countries in which the member has no presence at all
- Countries where the member has Treasury branch or very small number of branches...
- And the customer has retail needs

Structured in a compatible way

- Interbank agreements, services and servicing model dovetail into those for a member's own units
- Adds up to seamless package
- And a big package

What benefits does IBOS bring to members?

Basis for a compelling proposition to customers

- Retention of existing customers with an ICM requirement.
- RFP questions can be answered, both for domestic & cross-border services.
- Contact network for responding in pre-sales phase & in-production.

Cost benefit to building own network

- No cost involved in creating new agreements as they are already in place.
- Low entry fee.
- No need to commit to volumes of business sent.

Wide reach via one set of agreements

- Access to the IBOS services in 21 countries via the IBOS agreements.
- Further reach through nominated affiliates of Member banks.
- Depth within each country.

Guaranteed Service Levels: high quality, commitment, issue resolution & redress

- A documented Guaranteed Level of Service is provided by all IBOS members.
- Dedicated multi-lingual teams in each bank to operate the service: banks always know who to call.
- Quality assurance and escalation procedures.

Next steps

- Please make sure that the address from which the e-letters come is in your Outlook Address Book
- Or else do review your Junk Mail to see if e-letters have gone in there
- And then we just start...
- With this presentation being offered as a download
- And then if you have any feedback, there is a link in each e-letter to send that: gratefully received