

BT Global Banking & Financial Markets

Innovation. Integrity. Inspiration



agile
secure
compliant
unified
networked

BT has created a new unit: BT Global Banking & Financial Markets (GB&FM) designed specifically to serve institutions across all financial services markets. Responding to the powerful industry pressures of cost reduction, compliance and ever fiercer competition, its vision is to help customers improve client management and grow business cost-efficiently and effectively through the application of networked IT services.

“The global financial services sector is hugely important for BT and I am absolutely delighted to bring you Innovation. Integrity. Inspiration. which showcases how BT can transform your business through networked IT services.

I also welcome a new chapter in our own history.

BT Global Services has recently created a new internal organisation, Global Banking & Financial Markets (GB&FM), a dedicated resource that brings together in one focused unit our global teams working across banking, financial markets, insurance and card services.

We believe that focusing our expertise in this way will allow us to better serve the financial community as a whole. We are committed to delivering world-class solutions to the financial services

marketplace and our aim is to become its number one provider of network-centric IT services. Our broad range of services and capabilities, coupled with our in-depth understanding of this marketplace, gives us a unique and unrivalled business offering for financial institutions.

You won’t see us standing still though. We will build on this excellent foundation to partner with you as a business and we will continue to innovate and add value to our relationship.”



Andy Nicholson

Global Banking and Financial Markets
BT Global Services



collaboration
virtualisation
transparency
21CN

Technology the enabler

The boards of financial services firms face a number of key business challenges in today's marketplace.

Across the globe, new and rigorous regulation is re-shaping the way the markets operate. How will financial institutions turn these changes to their competitive advantage?

How can a bank, a broker, an exchange or an insurer maximise productivity on the trading floor, at the branch, in the administration office or in the back office to stay ahead of the competition?

Confronted by such issues, the business inevitably turns to its IT organisation for help, only to be confronted with still more uncertainties, such as the impact of new technologies like cloud computing, the problems of system security, the significance of electronic trading, the return on investment in CRM systems, and so on.

We have entered an age where applications, systems, mobile or office-based devices

and the networks on which they operate are converging.

Firms that have a complete view of their business and their IT organisation combined can get ahead by improving operational efficiency, customer service and competitiveness.

To successfully meet and respond to these challenges, you need a technology partner with financial strength, stability and the breadth of expertise to deliver business solutions tailored to your individual situation.

For the past 25 years, BT has been working closely with organisations across the global financial sector to help them deliver business growth.

We have an existing user community of thousands of financial institutions around the world which already uses our 21st Century Network (21CN) as well as our specialised services for the financial sector.

These sector-specific services include low-latency access to financial markets, secure messaging for clearing, settlement and payments, a voice-trading systems portfolio used by tens of thousands of

dealers internationally, and a broad range of network-based services that are designed to increase the efficiency of operations from the head office and the trading room down to the retail branch and cash machines.

BT believes that some of the most critical business challenges that you face as a financial services organisation centre on the issues of operational efficiency, customer focus, transparency, compliance and the management of international operations.

In our view, these can be met by applying a different, network-based perspective to your IT organisation.

With 2,000 business, technology, service and support professionals around the world dedicated purely to financial services clients, we are confident that we can help you adapt your IT infrastructure so that you can focus more on the needs of your business. For too long, technology has been a limiting factor rather than the business enabler that it should be.

“The proven reliability and flexibility of the BT solution was the key driver in our decision. Setting up a trading system as a managed service means we do not have to worry about planning long-term hardware investments or having to predict which way technology innovation will go – BT manages these issues and allows us to focus on providing service and value to our own clients. BT’s innovative price-per-desk model gives the bank the flexibility it needs – especially in a constantly changing business environment.”

Roland Schneider, principal project manager and head of infrastructure program in Commerzbank's Dresdner Bank Integration Project

Creating an agile enterprise

Connecting your own organisation

A single IP infrastructure will help your organisation become agile enough to run data, applications and devices with seamless efficiency, from contact centres and trading turrets in the front office, and wireless devices for personnel out of the office, through to PCs in the back office and branch across many different geographical locations.

However, this remains a vision that is far from reality for most of today's global financial institutions, which typically rely on many different IT systems operating in individual silos.

Structures like this create divisions within financial organisations and impede their ability to share data and functionality and to benefit from the overall economies of scale that your organisation can generate.

For example, data has to be backed up at a local level, requiring costly investment in multiple business continuity plans at each geographical location. Users who work

remotely may not be able to access the applications or data they need to do their job.

However, in an agile organisation, IT processes, applications and hardware interconnect seamlessly, allowing your business operations to be more effective and secure no matter where they are located.

Data centres are consolidated and virtualised so that data can be backed up remotely and cost-effectively. They may even be hosted or located close to trading venues to ensure minimum latency.

Connecting with your customers

But the need for agility doesn't stop there. With one secure connection to the BT Radianz shared financial community platform you can have rapid access to over 14,000 of our client locations, including banks, brokers, investment managers, exchanges and MTFs, market data vendors, clearing houses, card processors and securities depositories. For financial institutions that need to access a broad range of information and services, like order management, execution, clearing and settlement, BT provides a cost-effective

and time-sensitive alternative to building point-to-point private networks.

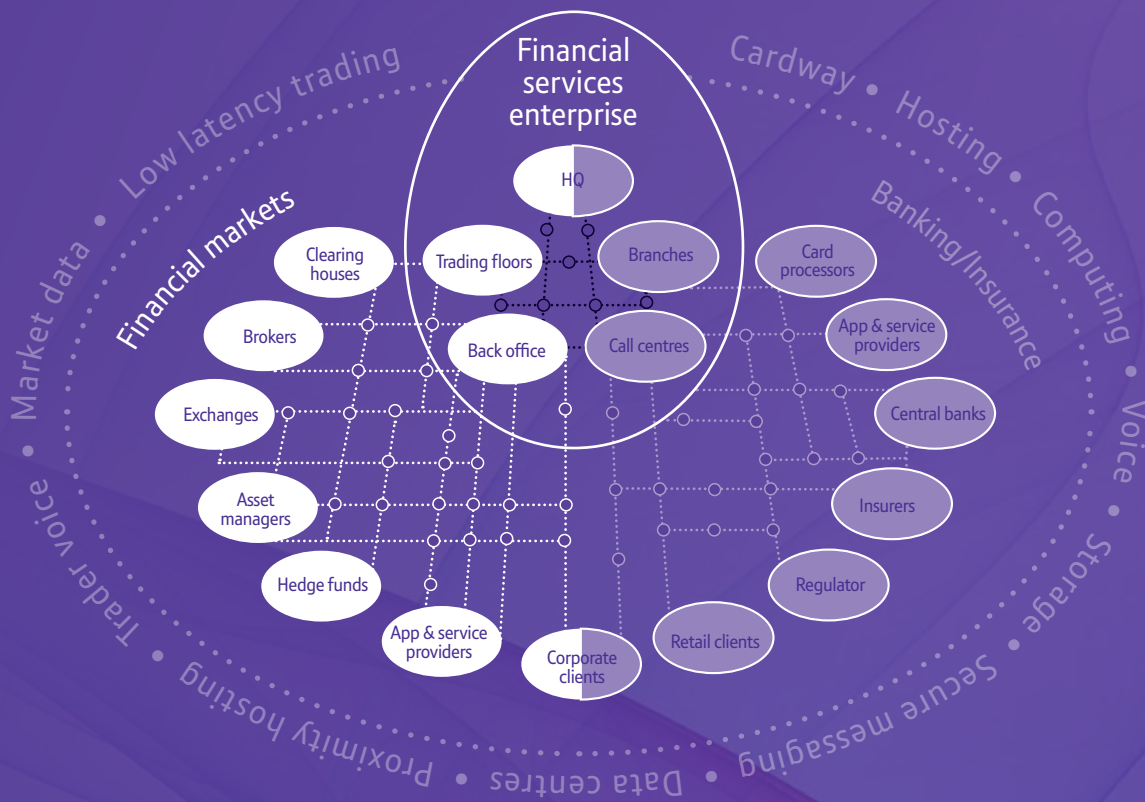
Connecting to the BT Radianz community enables you and your trading partners to send and receive order flow and information, benefiting quickly from easier access to new pools of liquidity and information sources and gaining greater transactional efficiencies to support your back office requirements.

As a platform for implementing industry standards, including the FIX Protocol and ISO, the BT Radianz shared market infrastructure provides you with the means to collaborate quickly and cost-efficiently with your trading counterparts.

We chose to work with BT because they have a demonstrable track record as a trusted provider of high speed connectivity and other services. The BT Radianz Shared Market Infrastructure provides quick and easy access to the financial community as well as ultra high speed, low latency connectivity. In addition, we needed to move quickly to get this infrastructure in place and BT is able meet our timetable for delivery.”

Olof Neiglick, CEO of Burgundy

BT's vision: a common networked services infrastructure for financial services



BT networked services

- 60,000+ traders
- Sub-millisecond low-latency trading
- 14,000+ BT Radianz community members
- 400+ providers of applications in the BT Radianz community
- 170+ countries
- 20 million+ card payments daily
- £25bn of transactions settled every day
- 60,000 contact centre agents

Getting financial services firms to the marketplace faster, more cost-effectively, globally

Targeting your critical business questions

Once the right IT and networking infrastructure is in place, BT in Financial Services is able to focus on some of your key business challenges and address some of your key technology questions:

Transparency and compliance

As a result of the market turmoil, global regulators are imposing more stringent requirements on financial institutions. They now need to have a complete “enterprise-wide view” of their risk.

How confident are you that your business has a complete picture of the risks it faces?

Business continuity and security

Can your business continuity plans across your domestic and international operations effectively guard against significant downtime in an emergency? Do they enable you to react quickly to problems? Security threats have never been greater, and the need for pandemic planning is now a reality. If access were denied to one of your main operational centres how would this impact your business?

Trading effectiveness

Are your trading floors around the world seamlessly linked to share critical information at the right place and time? Can your traders communicate effectively with their colleagues and clients around the world? Are you able to access calls and market information on the move from any device? Do you have the fastest access to execution venues?

Customer focus

Are you serving and managing your retail and corporate clients to a consistent level across all channels? Can your branch estate generate sufficient sales to justify its cost base? Can new channels such as video be seamlessly integrated into your channel mix? Can you rapidly deploy or downsize your operations as your business expands? Can you meet the increasing service demands of your most important high-net-worth clients?

Operational efficiency/ cost management

Are you maximising efficiency across your IT and control of your IT systems? Are you investing in approaches that duplicate your development work and costs across your business?

“We chose BT because it is the leading company in innovation, offering an unbeatable price-quality ratio. It is very difficult to look at the long term when facing a crisis such as the present one. We need a partner that continues to innovate and will help us increase our technology leadership and improve our customer service. This will position us superbly when we come out of the current economic downturn.”

José Valiño, general systems assistant manager of Caixa Galicia

BT – serving the global financial services sector for over 25 years

BT Global Services has a broad range of core capabilities and professional services that makes us an unrivalled technology partner in the financial sector. We bring an innovative approach to all the complex business issues that confront you, be they cost leadership, globalisation, operational predictability, risk management, speed to market or the creation of new business models.

Voice services and operational efficiency IP

From basic voice connectivity to hosted voice solutions, complex global data networks and hosted data centres, BT can help. BT Global Services provides networked IT services based on our 21CN network, the largest IP network in the world. With availability in over 170 countries across five continents, we give our customers true global reach.

With 25 years' experience in managing delivery to multinational organisations, we have over 8,000 people based outside the UK serving our customers around the world.

Gartner Group continues to position BT as a leader in the Global Network Service Provider Magic Quadrant.

Unified trading communications

BT is recognised around the world for its skills and capabilities in financial trading systems. More than 60,000 traders in over 1,400 trading rooms across 51 countries rely on BT's sophisticated voice applications and integration technologies. Our services range from our market-leading multimedia trading turret - ITS.Netrix - to our middleware applications and the ability to link trading floors across the world as one virtual trading organisation. Put simply, BT gives financial organisations the tools to communicate effectively under even the busiest market conditions.

BT Radianz

Through the BT Radianz shared market infrastructure we connect the financial markets together as one global community, providing a platform that delivers access to a broad array of pre-trade, trade, and post-trade applications from leading application service and content providers across the straight-through processing (STP) chain.

The BT Radianz platform offers the simplicity of one single, secure connection for all your trading, post-trade and market data needs, without the need for multiple, costly and inefficient point-to-point circuits. This shared market infrastructure links more than 14,000 financial customer locations around the world, bringing together buy-side and sell-side organisations, exchanges, ECNs and MTFs, clearing houses, securities depositories and market data vendors - each linked into the community through one single, secure and fully-managed connection. Our customers also have access to hundreds of pre-trade, trade and post-trade applications from the world's leading application service and content providers across the STP chain.

For four years Waters Magazine's readers have voted BT as the Best Network Provider for financial services and in 2009 BT was voted Best Hosting Provider.

Network-centric security

In a world of complex systems and networks, security management has to be straightforward if it is to be cost-effective. It is this principle that underpins our approach to delivering security to our customers. We have developed a set of focused propositions to help organisations address security in the critical areas of their business: secure networking, business continuity, risk and compliance management as well as identity and fraud management. An example of our

wide-ranging capability is BT Counterpane network monitoring, which monitors 550 networks in 38 countries and sees data from over 150 countries.

Contact centre efficiency

Contact centres remain a key element of the multi-channel service mix. No longer constrained to stand-alone locations, they are staffed by agents that can now be located in multiple locations with the contact centre "virtualised". This brings a number of benefits: new agents can be drafted in at a moment's notice to manage call flows into various venues, for example into the branch for "tellers" to answer calls during quiet periods. As customers increasingly select self-service options for simple tasks like balance enquiries, BT has a range of Interactive Voice Response (IVR) solutions to meet client needs.

Unified communication

To grow your business, please customers and satisfy shareholders, your employees need to find information and reach decision makers faster. Being agile and flexible means empowering your people to communicate easily to make informed decisions that respond to market and customer demands.

Working with key platform vendors, BT has the ability to unify voice, video and messaging in order to realise productivity gains and allow dispersed team members to function more effectively as a group, using shared resources that include information and core business tools.

Secure transaction services

BT has a range of secure transaction services that meets the stringent security demands of the financial services industry whilst keeping the customer experience straightforward and the cost appropriate.

BT Secure Transaction Services delivers billions of transactions – from retail merchant point-of-sale terminals, cash machines and retail web sites right through to payments and messaging between corporate treasury departments and their banks. BT Cardway offers a large-scale authorisation service infrastructure using all forms of connectivity. BT Managed Secure Messaging (MSM) delivers both soft and hard gateway access to clearing and settlement providers. It provides secure and cost-effective messaging capabilities using the very latest technology and the highest commercially-available level of security.

Working anywhere

Increasingly, employees in financial organisations need access to information no matter where they are located: relationship managers need to provide advice at customer premises; employees need to work from home as a result of changing working patterns.

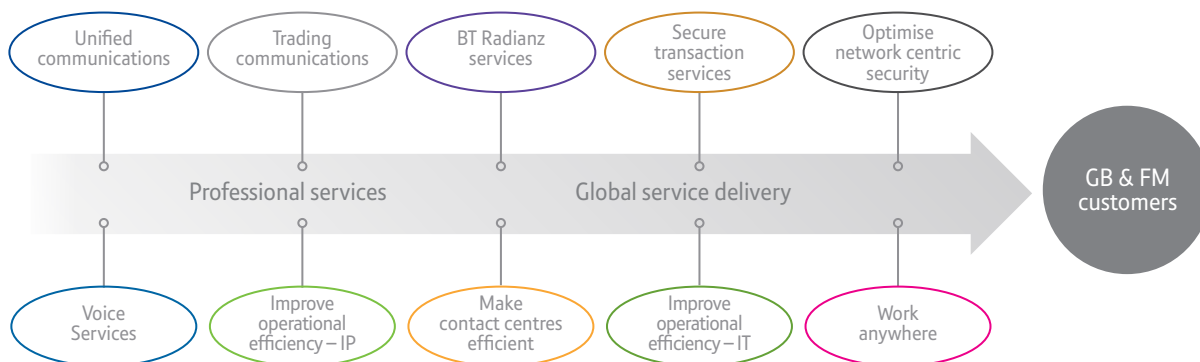
The increase in broadband and wireless bandwidth coupled with advancing authentication technology means that no longer is technology a barrier to doing business remotely. Employees are now able to communicate effectively and conference with one another, no matter where they are located.

However, remote working has to be managed carefully both in terms of security and working practices. With 15 years' experience and over 64,000 home workers, BT is ideally placed to help organisations in the financial services sector implement remote working.

Improving operational efficiency – IT

IT and communication networks often evolve independently. They often grow through piecemeal application deployments, mergers and acquisitions and planned upgrades. For many organisations, this is a recipe for complexity and inefficiency.

BT's Operational Efficiency IT solution brings together a range of networked IT services to help customers take advantage of the latest technologies to optimise and integrate their infrastructure, while reducing the time and effort they need to spend managing and operating it. For example, our BT Virtual Data Centre offering provides virtualised components which can be accessed over a pre-provisioned infrastructure. Virtual server, storage, security and networking capabilities are all available, automated and orchestrated through an online portal and supported by a single service desk.



Our customers agree: What they are saying about us

“Capita Registrars have used BT’s SettleNet Service since the launch of CREST in 1996. During this time, the SettleNet service has delivered 100% availability, reduced operating costs and a high quality service in all respects. We are very happy with all aspects of the service that BT has delivered.”

Martin Spooner, divisional IT director, Capita Insurance & Investor Services

“Nationwide’s growth in recent years has meant that our IT infrastructure has also had to evolve at an exponential rate to keep up with demand and we must now seek the most efficient and scalable infrastructure service possible to support this. Having worked with BT for a number of years, we are very confident in the team’s ability to fulfil our requirements.”

Peter Stafford, head of IT infrastructure at Nationwide Building Society

“Visa Europe processed transactions worth €1.3 trillion during 2008 so scalability and resilience go hand-in-hand for us. The trust of our customers is of paramount importance, and BT has given us the reliability, security and flexibility to successfully service our member banks and their customers going forward.”

Steve Chambers, CIO of Visa Europe



Offices worldwide

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