Using Visual Insight and D3 to monetize an innovative Analytics portfolio

Christophe Demoulin
BI Front-end Delivery Manager

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Agenda

• SWIFT?
• Our BI offering
• From Self-service BI
• To Analytics as a Service
• Q&A
SWIFT?

Related topics:
1. Taylor Swift - American singer-songwriter
2. Suzuki Swift - Car model
3. Swift - Programming language
4. Society for Worldwide Interbank Financial Tele...
5. Suzuki - Automobile company
The global provider of secure financial messaging services

- Is a cooperative founded by and for the financial industry
- Provides the platform, products and services that allow customers to connect and exchange financial information securely and reliably
- Acts as a catalyst that brings the financial community together to work collaboratively to shape market practice, define standards and consider solutions to issues of mutual concern and interest
SWIFT in figures

30.3 million
FIN messages peak day (2016)

6.5+ billion
FIN messages per year (2016)

6.9%
Increase in FIN traffic (2016)

11,000+
SWIFT users

200+
Countries and territories

1800+
Employees worldwide
Our offering to the community

Messaging

Integration & Interfaces

Shared Services

Standards

Platform

Business Intelligence

Gain insight through unique data

Compliance Services

Reduce cost & risk in financial crime compliance

Our BI offering
A valued and growing offer...

Revenues

BI offering


SWIFT BI Launch: Traffic, Market, Billing and Message Cost Analytics

Banking Analytics, BI Consulting

Compliance Analytics, Securities, PDQ

Fraud Detection (DVR), AML, GPI, … New Data Extraction Enhancements

Introducing MicroStrategy
Providing a unique value proposition...

Global & Integrated Insights + Benchmarking

Me

Versus totals

Me

Versus peers
2600+ Users World Wide

Powered by state of the art technology…

Data Warehouse

Reporting tool

2600+ Users World Wide

Powered by state of the art technology…

Data Warehouse

Reporting tool
leveraging the technological evolution of MicroStrategy to evolve from

Self-service BI

Analytical Engine

Semantic Layer

Security Filters

Level Metrics

Object Prompts

Wizards

Reporting Services

Dashboards

Visual Insights

HTML5

Analytics as a Service

Analytics

v9.3

v10.1

v10.4

v10.1

v10.4

v10.4

v10.4
### Wizard Example

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

Choose attributes from the list. This prompt cannot accept more than 8 selections.

**Available:**
- Year
- Quarter
- Month
- Business area
- Category
- Country
- Geo region
- BIC
- BIC11
- Counterparty Group Geo region

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

Choose between standard metrics, totals and calculations (Year-To-Date, Rolling 12 months, etc.) This prompt cannot accept more than 6 selections.

**Available:**
- SWIFT Activity share traffic sent
- SWIFT Activity share traffic received
- Working days
- YTD traffic sent

**Selected:**
- Market
- Period
- Message type
- Traffic sent
- Traffic received
- Total SWIFT Traffic sent
- Total SWIFT Traffic received
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<th>Traffic sent</th>
<th>Traffic received</th>
<th>Payments</th>
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From Self-service BI

Semantic Layer

Security Filters  Level Metrics  Object Prompts

Wizards

Analytical Engine

Security Filters  Level Metrics  Object Prompts

Semantic Layer

Analytics as a Service

v9.3  v10.1  v10.4

Reporting Services

Visual Insights

D3  HTML5  Analytics

Analytics as a Service

v9.3  v10.1  v10.4

Self-service BI
Dashboards - Example

Pixel-perfect documents

(Dummy data)
Dashboards - Example

Visual Insight,
A long time ago…☺

(Dummy data)
From Self-service BI

Semantic Layer
- Security Filters
- Level Metrics
- Object Prompts

Analytical Engine
- Wizards

Dashboards
- Reporting Services

Visual Insights
- D3
- HTML5
- Analytics
  - Analytics as a Service
  - v9.3
  - v10.1
  - v10.4

Self-service BI

Semantic Layer
- Security Filters
- Level Metrics
- Object Prompts

Analytical Engine
- Wizards

Landing pages
- Reporting Services
Landing Page - Example

Data playground (Wizards)
Customize and query data according to your requirements

- Traffic Analytics
  - FIN Traffic
  - FileAct Traffic
  - InterAct Traffic

- Banking Analytics
  - FIN Value
  - FIN FX Value

- Banking Analytics Premium
  - Payments
  - Trade Finance
  - Treasury
  - Rankings

Data visualisation
Pre-defined visual dashboards

- Payments
  - Focus on MT103s and MT202s allowing you to analyse and benchmark your payment traffic

- Trade Finance
  - Focus on MT700s and MT400s allowing you to analyse and benchmark your trade finance traffic

- Rankings
  - This dashboard looks at your rankings on SWIFT, per market, and per message type

Quick links
- Go back to folder view
- Billing Analytics
- Message Cost Analytics
Dashboard - Example

Visual Insight

(Dummy data)
Custom D3 Visualizations - Sankey

Custom features
- % of total as tooltip
- % of parent node as tooltip
- Data can be shown on graph
- Thresholds on the metric
- Can be used as a selector (thanks to API selector in 10.4)

(Dummy data)
Custom D3 Visualizations - World Map

Custom features
- Network map when 2 geographic attributes
- Unlimited number of metrics in tooltip
- Colour formatting for countries and arrows
- Arrow thickness can be changed
- Thresholds on the metric
- Can be used as a selector

(Dummy data)
Custom D3 Visualizations - Sequence Sunburst

Custom features

- Can be used as a selector

*(Dummy data)*
Dossier

Analytical Engine

Security Filters
Level Metrics
Object Prompts

Semantic Layer
Q&A
Contact and information

For additional questions, please contact:
Christophe Demoulin – christophe.demoulin@swift.com

For more information about SWIFT Business Intelligence, please visit:

For more information about Compliance Analytics, please visit:
THANK YOU