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## HSBC PROVIDES CORPORATE CONNECTIVITY SOLUTIONS IN AUSTRALIA

To demystify the world of corporate connectivity and the emerging trends in corporates communicating and integrating with their banks, HSBC has published HSBC's *Guide to Corporate Connectivity in Asia Pacific* – a new handbook designed to help Treasurers understand the scope of and the impact corporate connectivity can have on a company's cash and liquidity management.

Wendy Booth, Head of Global Payments and Cash Management at HSBC Bank Australia said, "Many large corporates today deal with multiple banks to make use of specialist products and services from various institutions but the disadvantage is that they increase both the complexity and the cost of their banking relationships".

"In contrast, using the standardised systems of SWIFTNet to communicate and integrate with their banks as well as adopting global message formats such as XML means dealing with multiple banks becomes a seamless and hassle-free undertaking. Rather than navigating a myriad of technologies, corporates can focus on the core requirements of transacting instead," she said.

"With SWIFTNet now open to the corporate world, a growing number of corporations in Asia are showing interest in this connectivity model as part of a broader trend toward the development and adoption of widely accepted open standards."

Launched by HSBC in Australia at an event attended by over 40 of Australia's leading corporates and featuring international speakers from SWIFT and SAP, HSBC's *Guide to Corporate Connectivity in Asia Pacific* provides a systematic overview of the importance of connectivity, the alternatives that are available and how corporate connectivity operates in practice. The guide includes case studies of proven connectivity practices from global corporations such as Unilever, Tesco plc and Hanjin Shipping.

"Developments in corporate connectivity and integration have the potential to revolutionise the way corporates communicate with their banks, improving the quality of information that can be exchanged, while concurrently reducing costs and increasing security," Booth said.

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“Today’s treasurers are seeking a new wave of cash management solutions that accommodate cash centralisation, real-time account visibility, automated reconciliation, cheaper and more secure payments and efficient control over collections. These solutions all require effective communication channels between corporates and their banks,” Booth said.

HSBC is fast becoming the world's leading SWIFT-for-Corporates bank, with the most corporate relationships globally and the highest fileACT volume of any bank in the world. HSBC was an early adopter and supporter of global standards such as XML, and has been a key contributor to the development of this globally accepted messaging standard.

In addition, HSBC is working with market leaders to deliver connectivity and integration solutions across the globe. SAP and HSBC have formed a partnership incorporating SAP’s NetWeaver technology to standardise corporate-to-bank communications, while simplifying and reducing the time needed to integrate data and workflow management processes for HSBC clients using SAP’s ERP platform.

“HSBC recognises that technology is the enabler, but ultimately corporate connectivity is focused on improving business efficiency by making it easier for corporates to integrate with their banks,” said Booth.

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### **Notes to editors**

#### **HSBC Bank Australia**

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Principal HSBC Group members operating in Australia include HSBC Bank Australia Limited (ABN 48 006 434 162 AFSL 232595) and The Hongkong and Shanghai Banking Corporation (ABN 65 117 925 970 AFSL No. 301737). HSBC is marketed worldwide as ‘the world’s local bank’.

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