



BNP Paribas Luxembourg Banking process management

Solution overview

Business sector

Banking - Finance

Project Goals

- > To improve the validation cycle of new clients' files (new client files)
 - The management of files and their transfer between different departments must be optimized.
 - The whole process must be made to flow smoothly to expedite decision-making.
- > To secure the process
 - Making client files accessible from user work stations replaces physical movement and facilitates:
 - Structuring of accessible information,
 - Securing access to that information,
 - Guaranteeing the absolute confidentiality of the information exchanged.
- > To acquire an integrated solution
 - The new application must be integrated with the existing information system.
 - It must also communicate easily with the Docubase application used for document management and the archiving of legal documents.

Results

- > Rapid and relevant decision-making
 - Customization of interfaces contingent on the user's profile and complete integration of the solution with the existing information system optimizes of the time taken to authenticate a new application to open an account.
- > Accrued flexibility and security
 - Eliminating the exchange of hard copies of documents makes the process flow and strengthens data security.
- > Strengthened client relations
 - Traceability of operations allows the manager to be better informed concerning the status of his client's file.
- > Regulatory obligation respected
 - Banking privacy is guaranteed.
 - At all times management has a clear, homogeneous view of the progression of the authentication of new files.

To better serve its clients, BNP Paribas Luxembourg's Private Bank retains W4 BPM Suite.

To optimize the waiting periods in for opening new client accounts to and to guarantee the best quality of service, BNP Paribas Luxembourg's Private Bank relies on the W4 BPM Suite platform.

Surrounded by Belgium, Germany and France, Luxemburg is a country with an exceptional, multicultural and multilingual context making it a unique location for this international private investor. Established in the Grand Duchy since 1921, BNP Paribas has made its mark as one of the great financial establishments. Relying on the acting power of a group of global size, today, its private bank places its expertise in matters of financial management and asset organisation at the service of its clients. To serve this demanding clientele, BNP Paribas Luxembourg's private bank wanted to develop its information system. Its objective was to acquire a BPM platform capable of optimizing the process of authenticating applications to open accounts, while guaranteeing them optimal security.

W4, a publisher of Business Process Management solutions and Aubay BeLux, a specialist in consulting and integration of internet and telecommunications technologies, assisted BNP Paribas Luxembourg Private Banking in implementing this solution.

About BNP Paribas Luxembourg Private Bank

Firmly established in the Grand Duchy since 1921, BNP Paribas Luxembourg has made its mark as one of the main financial establishments. Relying on the acting power of a group of global size, its private bank places its expertise in matters of financial management and asset organization at the service of great entrepreneurial families and private investors.

On the world level, BNP Paribas has been involved in the private banking business for more than a century. With some 3,000 dedicated partners and managing more than 155 billion euros of assets, in about thirty countries, BNP Paribas Private Banking is a major player of the sector, recognized according to the Euromoney 2007 classification, as the foremost private bank in France by virtue of its management assets.



> BNP Paribas Luxembourg : Banking process management

Automating the integral flow of information

« BNP Paribas Luxembourg's private bank serves great entrepreneurial families and private investors. To open an account in this establishment, an application is examined in detail by different experts for each new client”, explains Luc Bernard, an administrator from Aubay BeLux. Responsible for qualifying each file, monitoring the origin of funds, and verifying legal and judicial guarantees, provided by every potential investor, high-level technicians are involved at different levels in the process of authenticating all requests for new accounts.

“ In particular, it's a question of assessing as accurately as possible the risk represented by each application. The contents of this file are vital, as it is with respect to the contents, that a committee finally makes the decision to accept a new application or not”, adds Daniel Braun, Sales Manager, Aubay Luxembourg. In order to be more efficient in handling these applications, BNP Paribas Luxembourg wanted to optimize the processing and the traceability of the different stages of validation. “The dematerialization of the flow of exchanges of information between different departments should monitor access to documents. It wasn't just a question of providing maximum security for the information exchanged, but also of guaranteeing banking privacy, something which is very important to the establishment and its clients”, explains Luc Bernard.

Integrating the platform with the existing system

BNP Paribas Luxembourg Private Banking wanted an integrated solution capable of covering all processes, while improving certain functional points. “For example, it was imperative that the new system would be capable of guaranteeing that each file would arrive to the validating committee with all of the documents necessary for making a decision”, confides Daniel Braun.

It was also necessary to be able to use certain applications which were already in place. The chosen solution should therefore be easy to integrate into the existing environment, but it should also interface easily with Docubase which is used for document management and for the archiving of legal documents.

This integration was entrusted to the Aubay BeLux teams. “ We were able to convince BNP Paribas Luxembourg that we were capable of assisting them throughout this mission, by accurately defining their needs, making concrete suggestions and deploying four consultants for this project. Our responsiveness and our geographical proximity ended up distinguishing us from other suppliers.”

The first business contact was established in November, 2006. The project started at the beginning of the year 2007.

Ten months later, the application is was in its final phase. The teams from Aubay BeLux were involved in the whole integration process from the study of the existing system to the choice of the solution

and its installation, including the functional analysis and the technical recommendations. The development of a prototype, covering a substantial part of the entire management process of a new client's file facilitated a very concrete comparison of two publishers” solutions.

“We were thus able to formulate really well argued recommendations”, indicates Daniel Braun.

The flexibility of the configuration made the difference

W4 BPM Suite was clearly impressive compared to its competitors.

“Its principal advantages are the great flexibility of its configuration and its ease of communication with other applications used by the bank, especially Docubase”, says Daniel Braun.

The extremely accelerated customization of interfaces contingent on the profile of each user also made the difference. The application offers management a clear and homogeneous view of the operations carried out. “Automation enables us to maintain a record of all the steps of the procedure”, notes Luc Bernard.

The computerization of the process for tracking the file facilitates the elimination of paper from circulation and also provides better traceability of operations. Each request can be identified at every stage of the process and authorized users can gain access to it to inform the client of the status of the file.

Time saving results

Thanks to W4 BPM Suite, BNP Paribas Luxembourg's private bank intends to optimize the numerous exchanges of information and documents between its different departments while guaranteeing complete confidentiality of the information exchanged.

“A system for authentication of users, integrating EMC RSA Secure ID technology, makes access to data secure”, Daniel Braun assures us. Thanks to secure connections, managers will be able to gain direct access to applications to open accounts from a dedicated work station. They will no longer be constrained, as they were in the past, to go to a room reserved for that purpose inside the establishment. This will represent a considerable saving of time for them.

A programmed dematerialization of all flow

BNP Paribas Luxembourg has no intention of stopping there. The process for accepting applications to open accounts must be extended to the occasional review of customer files. At the same time, the Private Bank soon will have to allow its managers to consult all client files online in accordance with a very strict jurisdiction of access. The bank also wishes to utilize the W4 Suite for other internal enterprise business processes.