

>> END TO END SERVICE PROVIDER
FOR CRITICAL ELECTRONIC
TRANSACTIONS

>> ELECTRONIC PAYMENT

>> FINANCIAL MARKETS

>> eCS



HIGH-TECH TRANSACTIONAL SERVICES

e-SEPA : Vision or reality ?

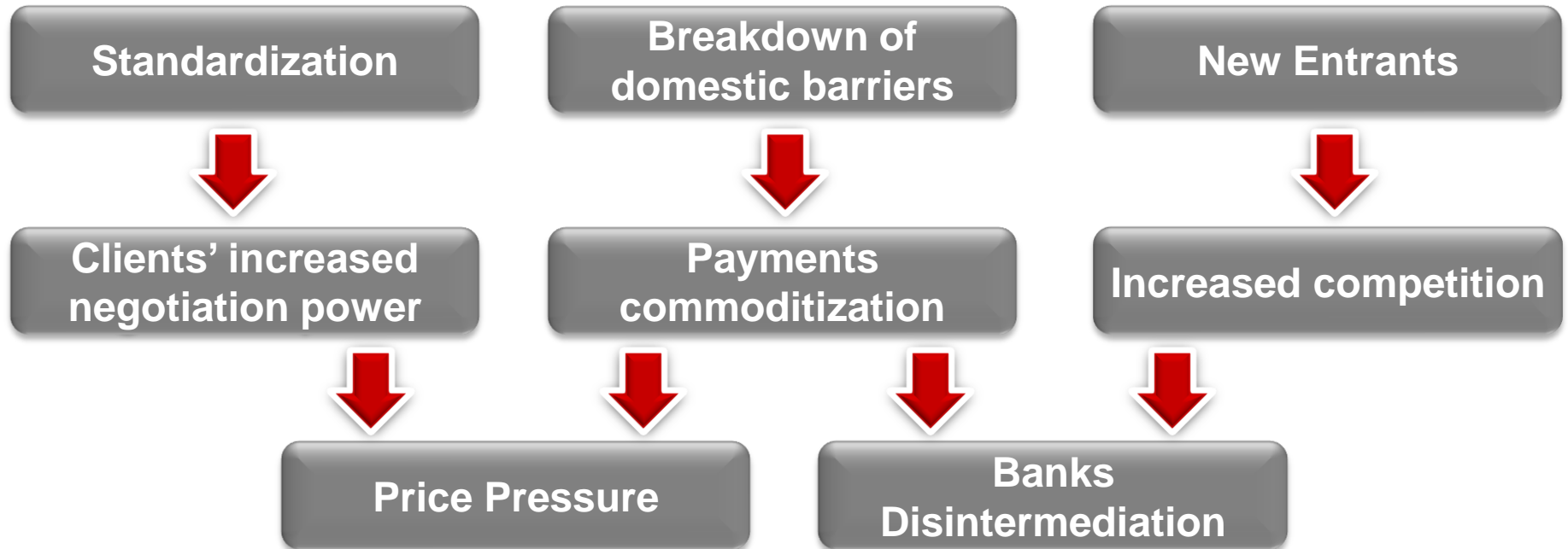
Régis Massicard, Atos Worldline

EPCA, Disneyland Paris, March 23rd, 2010

Agenda

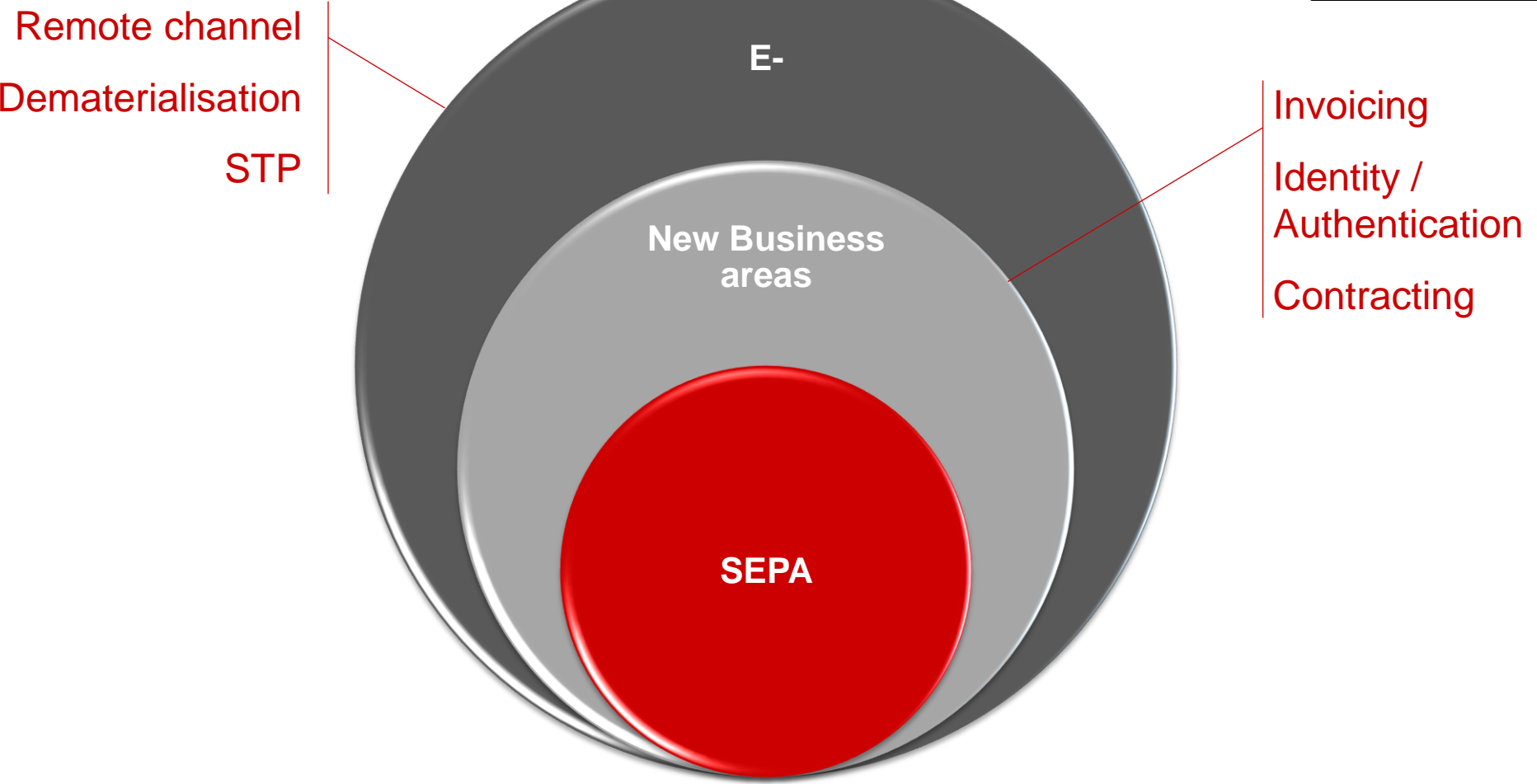
1. e-SEPA : new business opportunities for banks
2. The integrated e-Service Hub
3. Innovation re-invented

Banks new business environment



» **S**hrink the **E**uropean **P**izza over**A**ll

What e-SEPA is about...



» **E**xpand the **S**ize of the **E**uropean **P**izza **A**gain

Expected benefits of e-SEPA

Trust

- New business relationships made easier

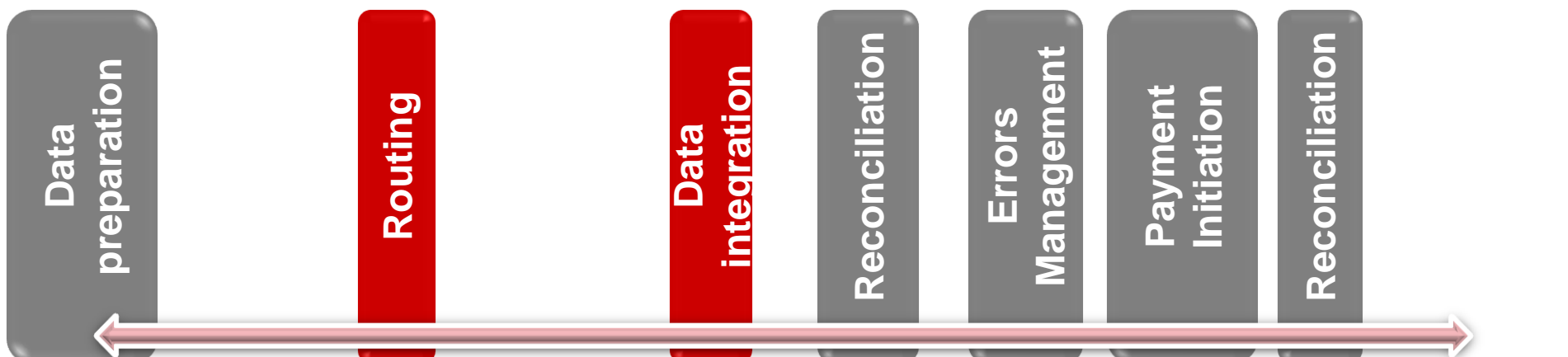
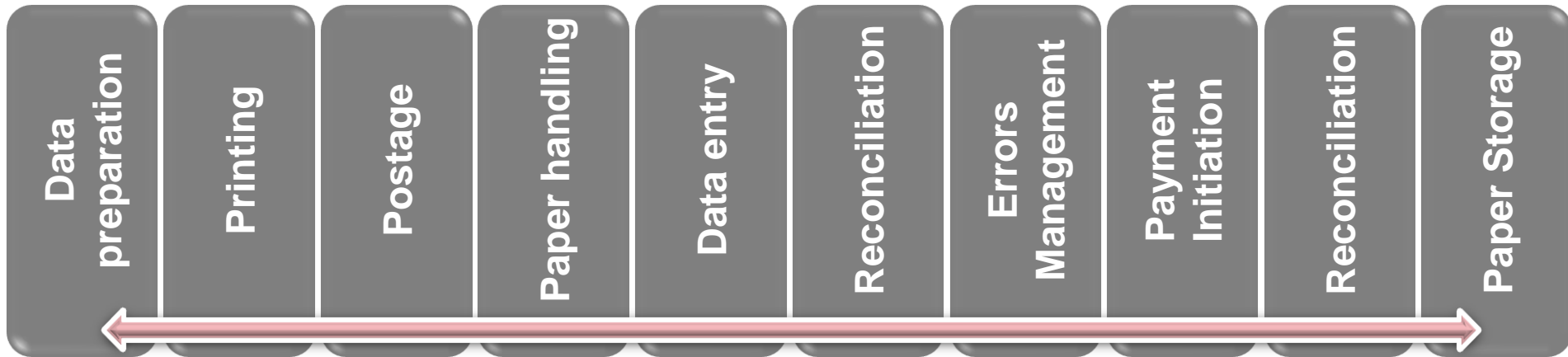
Fraud reduction

- Strong authentication through trusted parties

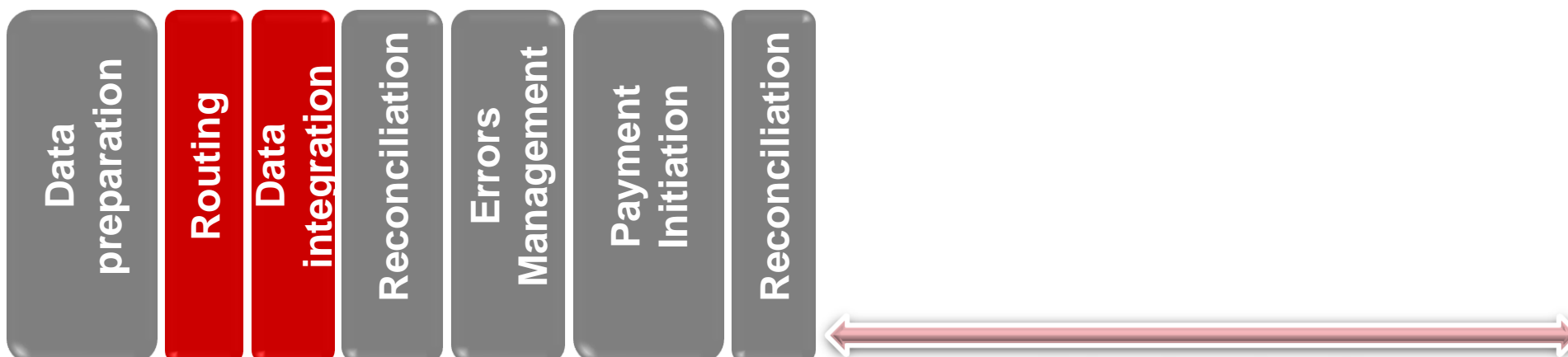
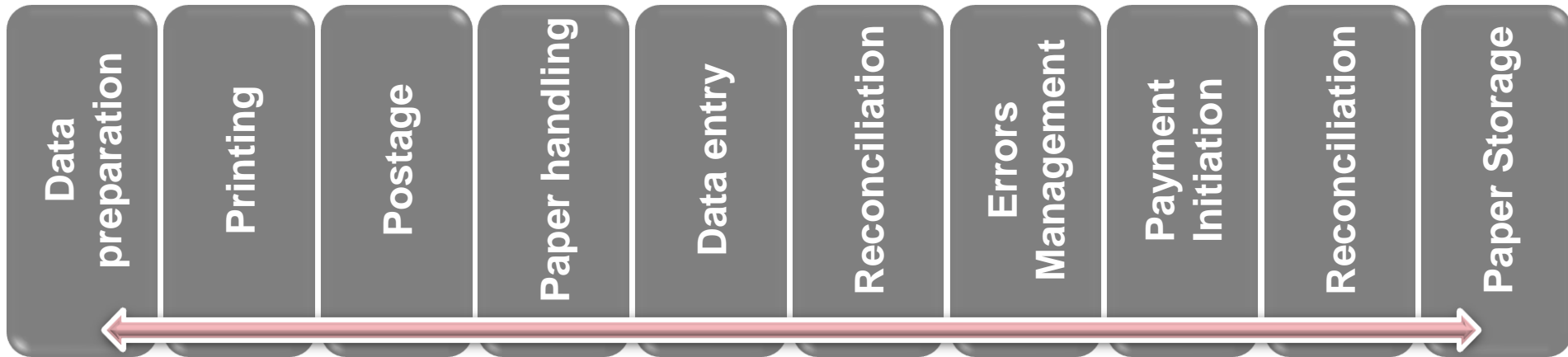
Dematerialisation

- Value chains deconstruction
- Costs avoidance
- STP

The e-invoicing value chain deconstruction

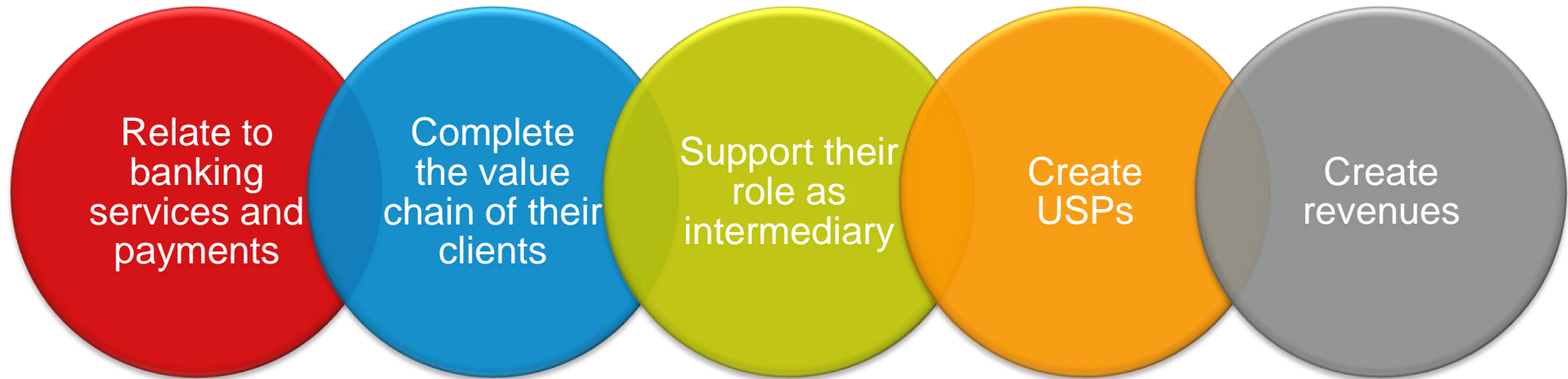


The e-invoicing value chain deconstruction

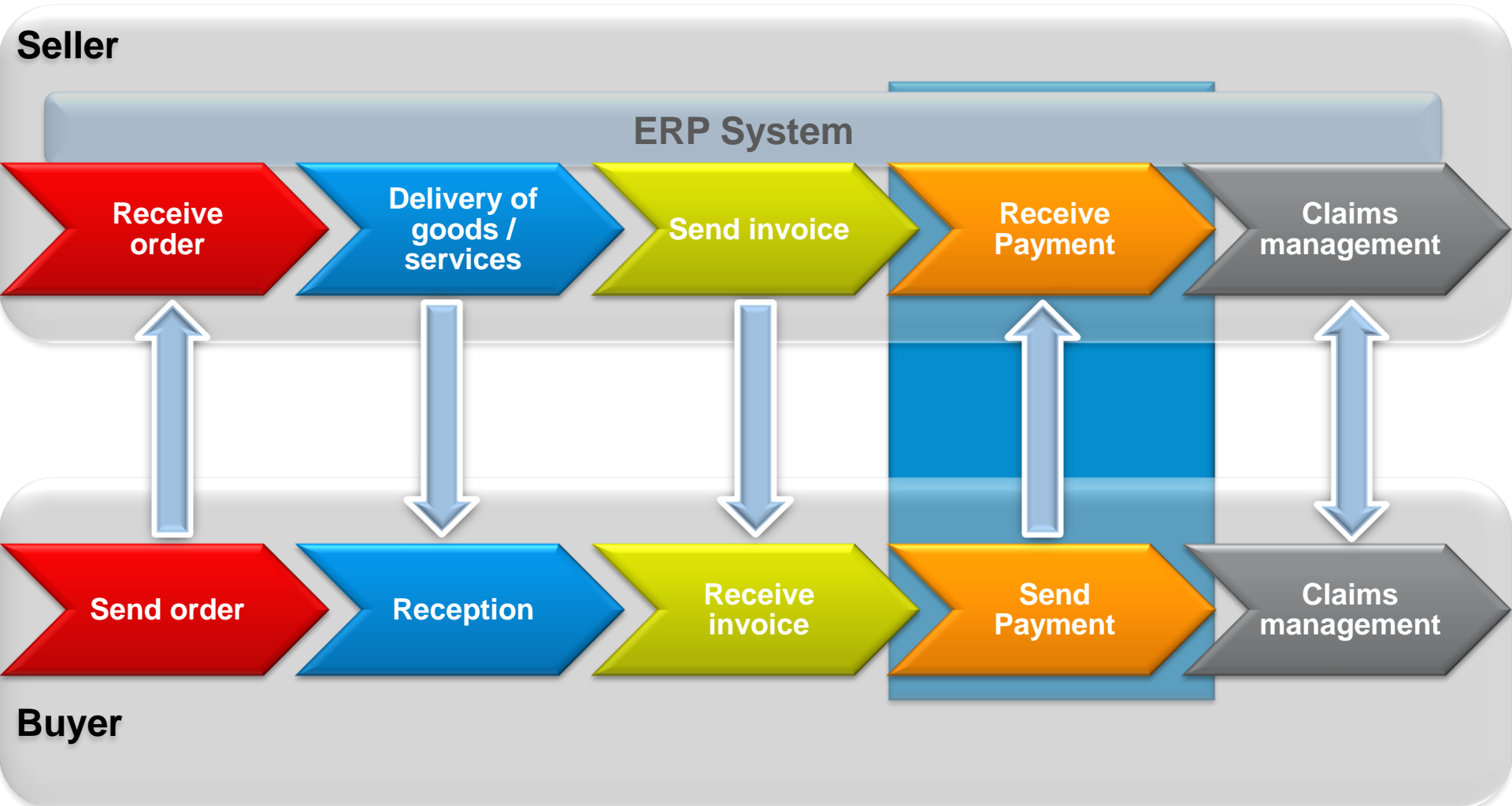


Value Creation !!!

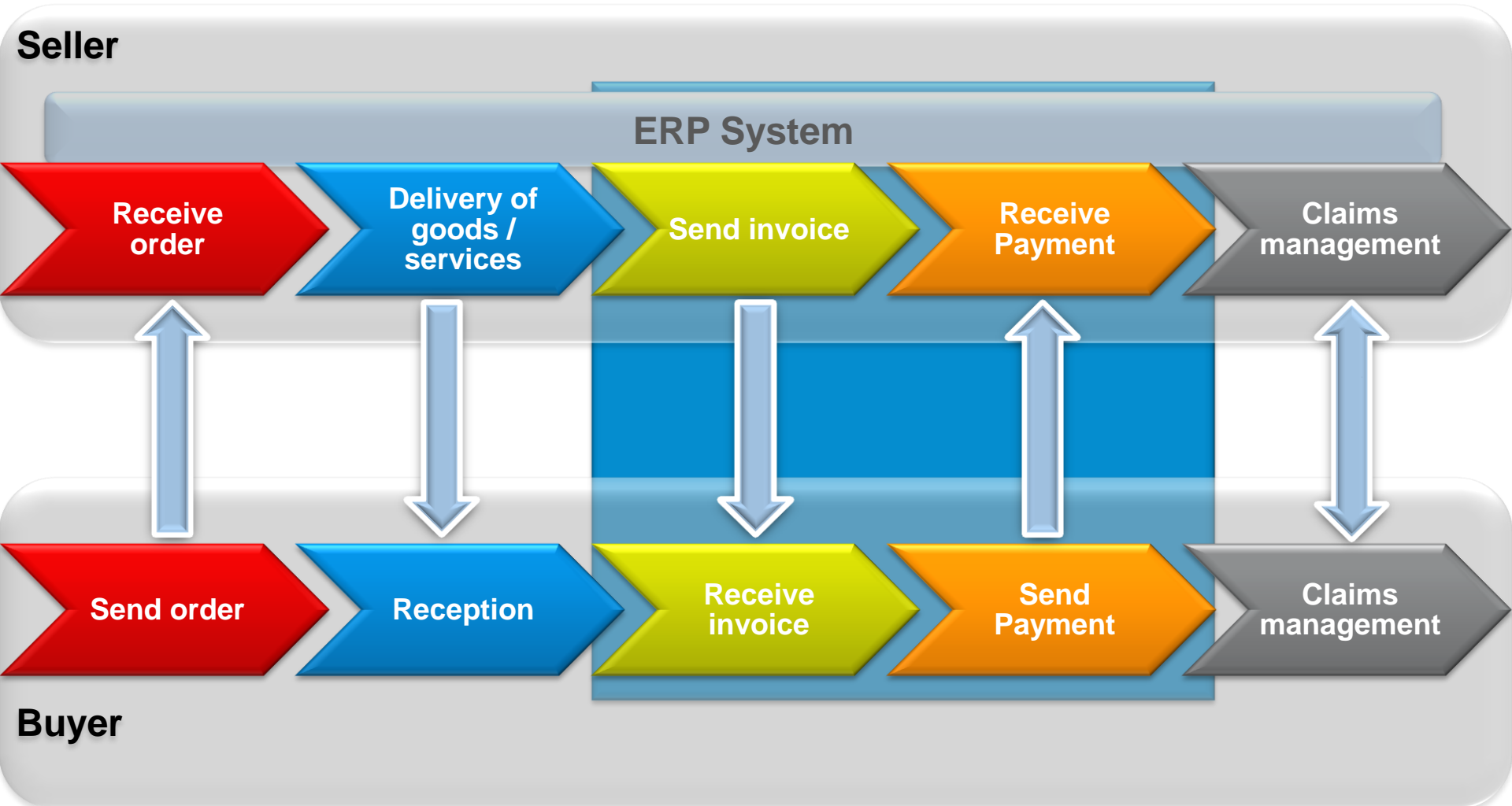
e-SEPA is a unique occasion for banks to innovate and develop value added services that...



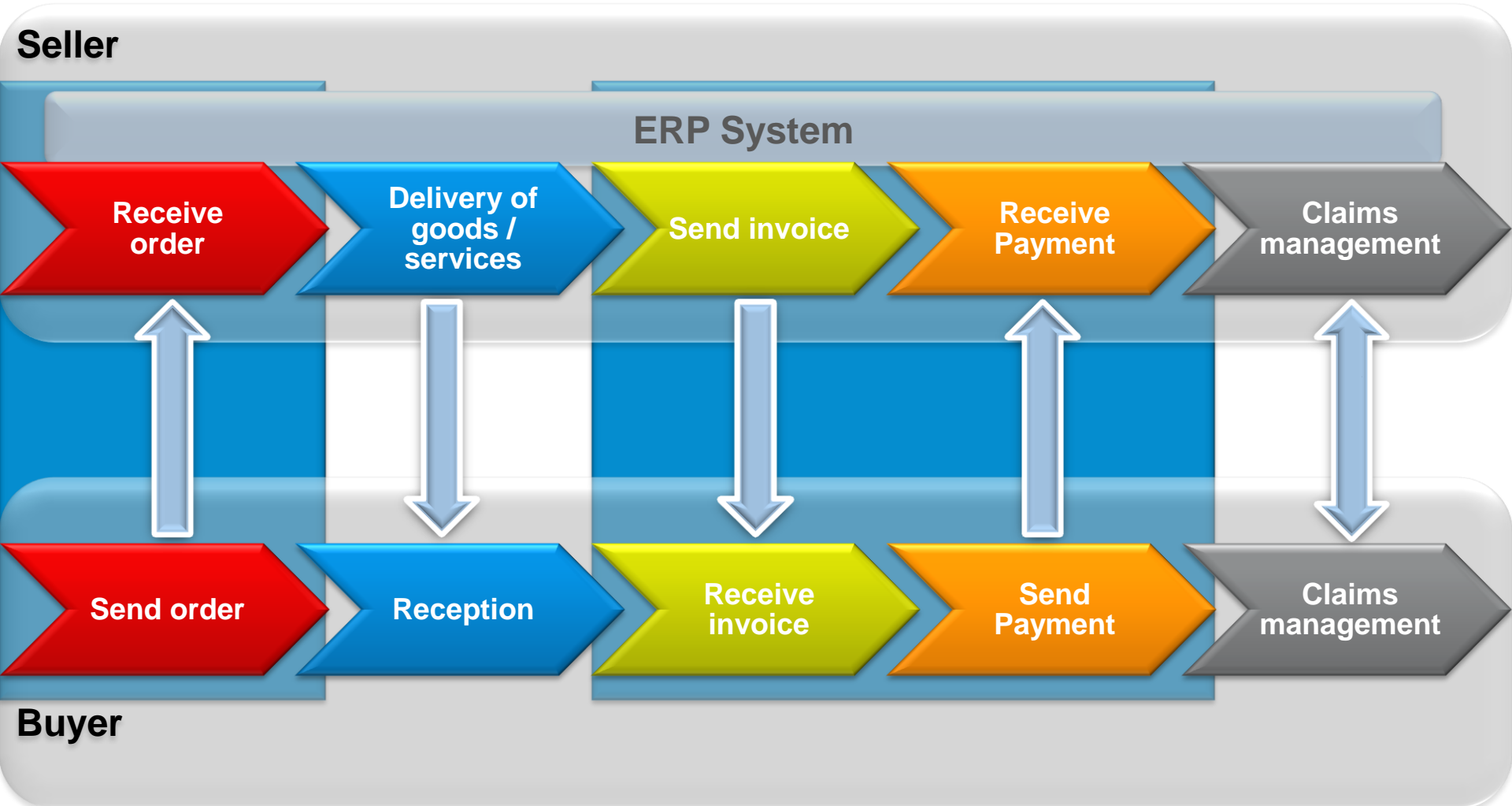
Banks currently cover a limited part of the trade value chain



Banks currently cover a limited part of the trade value chain



Banks currently cover a limited part of the trade value chain



Banks retain unique assets to benefit from e-SEPA

Legitimacy

- Trusted parties
- Seniority / reputation
- Connected to customers' business

Reach

- Everyone is banked
- Unique address directory : BIC / IBAN
- Powerful web banking channel

Organisation

- Limited & organised community
- Interbanking network
- 4-corner model

Agenda

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2. **The integrated e-Service Hub**
3. Innovation re-invented

What do customers want ?



Large Corporates

- Integrated services
- Global, consistent approach
- Functionalities & reach
- STP workflows
- Security

SMEs

- Ease of use
- Low Cost
- Security
- Choice of service provider

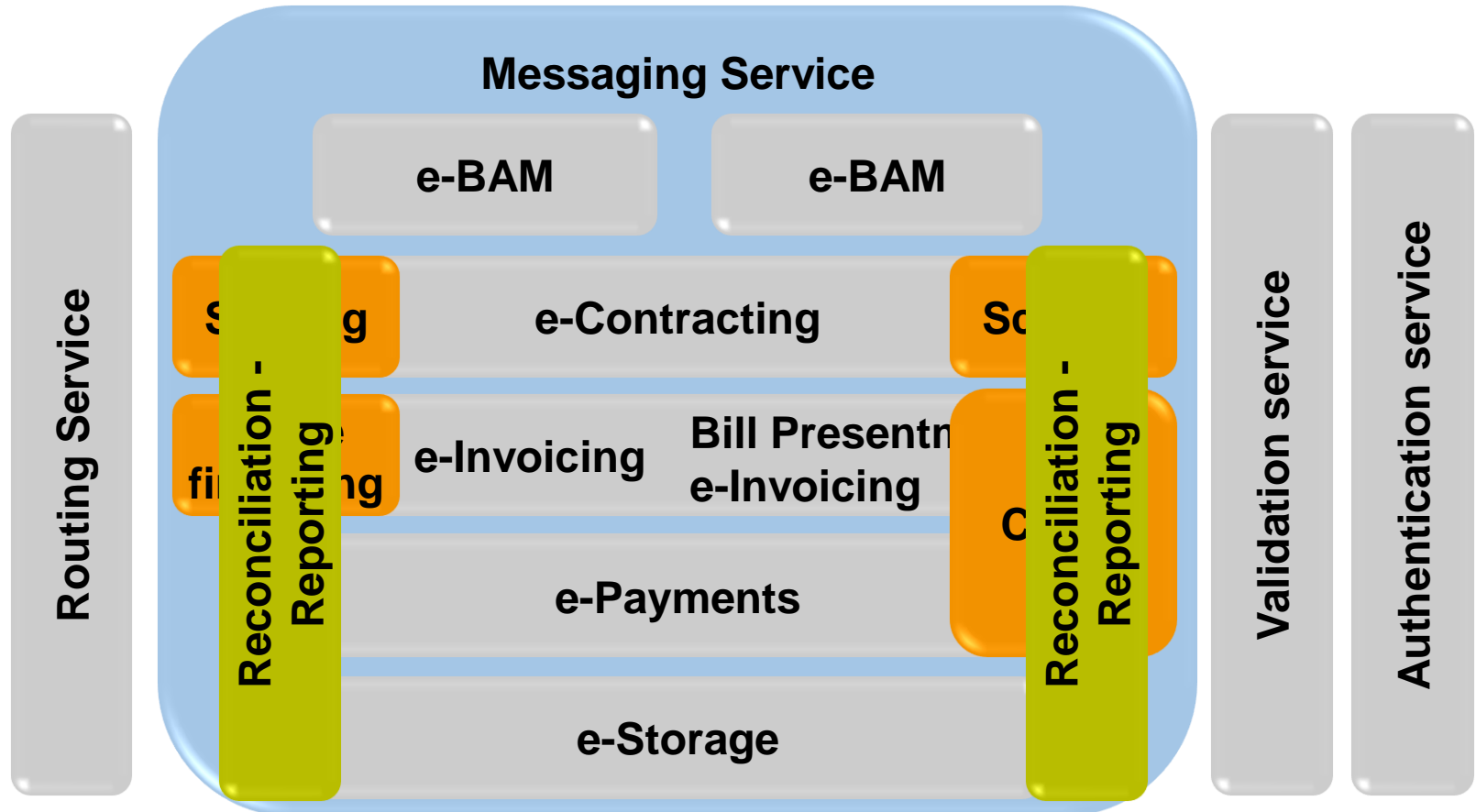
Retail customers

- Security
- Ease of use / flexibility
- Low cost
- Choice of service provider

From the Payment Hub to the Bank e-Service Hub

Seller side

Buyer side

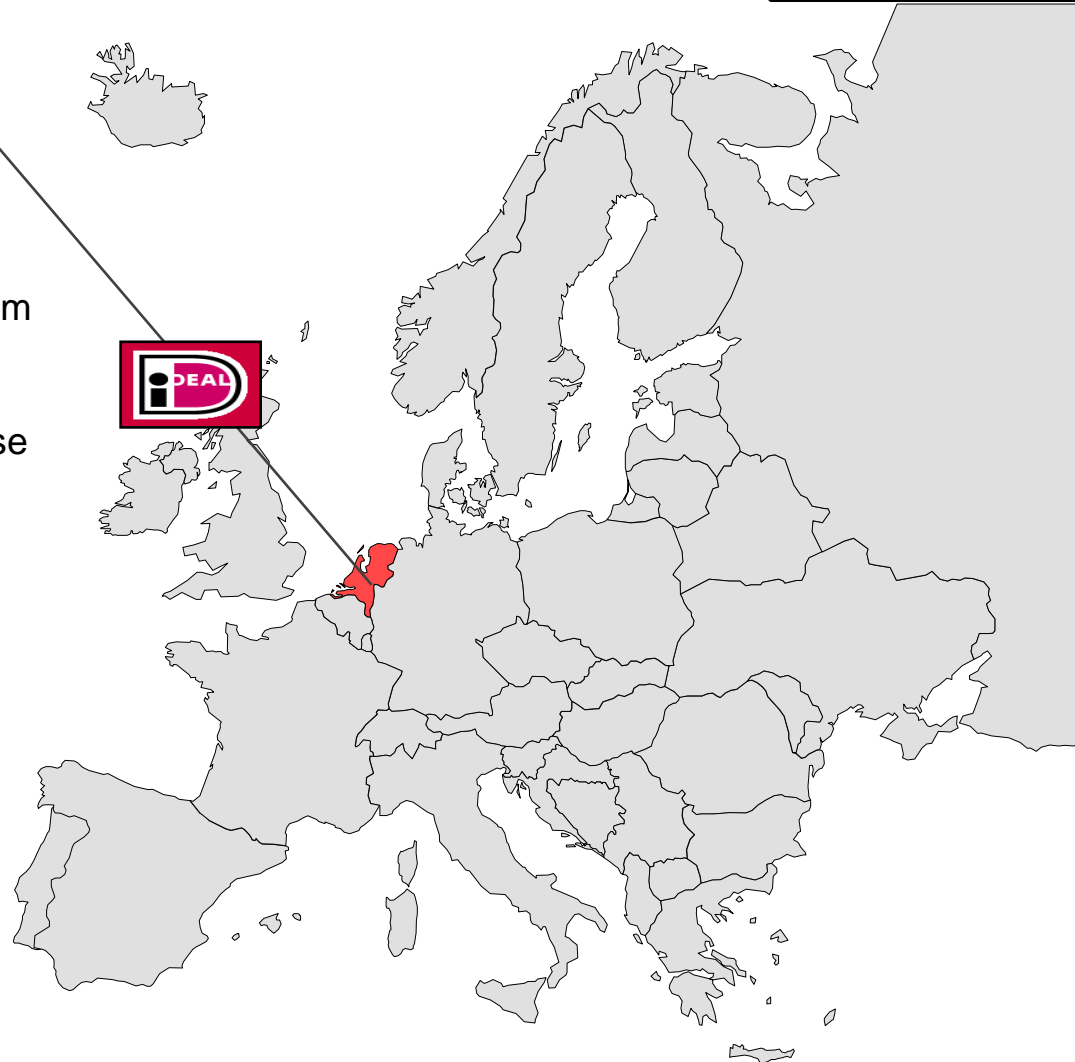


Most of those services already exist

E-Payment - OBeP

» iDEAL (Netherlands)

- » More than 30% market share and 40 million trx processed by AWP in 2009
- » 20.000 merchants running on the system
- » iDEAL reaches 95% of all of e-banking users in the Netherlands (8.9 mil.)
- » 13% more purchases are made because of iDEAL in 2007
- » iDEAL is the most successful OBeP scheme in Europe



Most of those services already exist

E-Payment - OBeP

»» Nordea Solo (Skandinavia, Denmark, Baltic area)

- »» 4.5 million e-banking users; 8.4 million transactions in 2007
- »» Growth rate of nearly 50% per year

»» eDankort (Denmark)

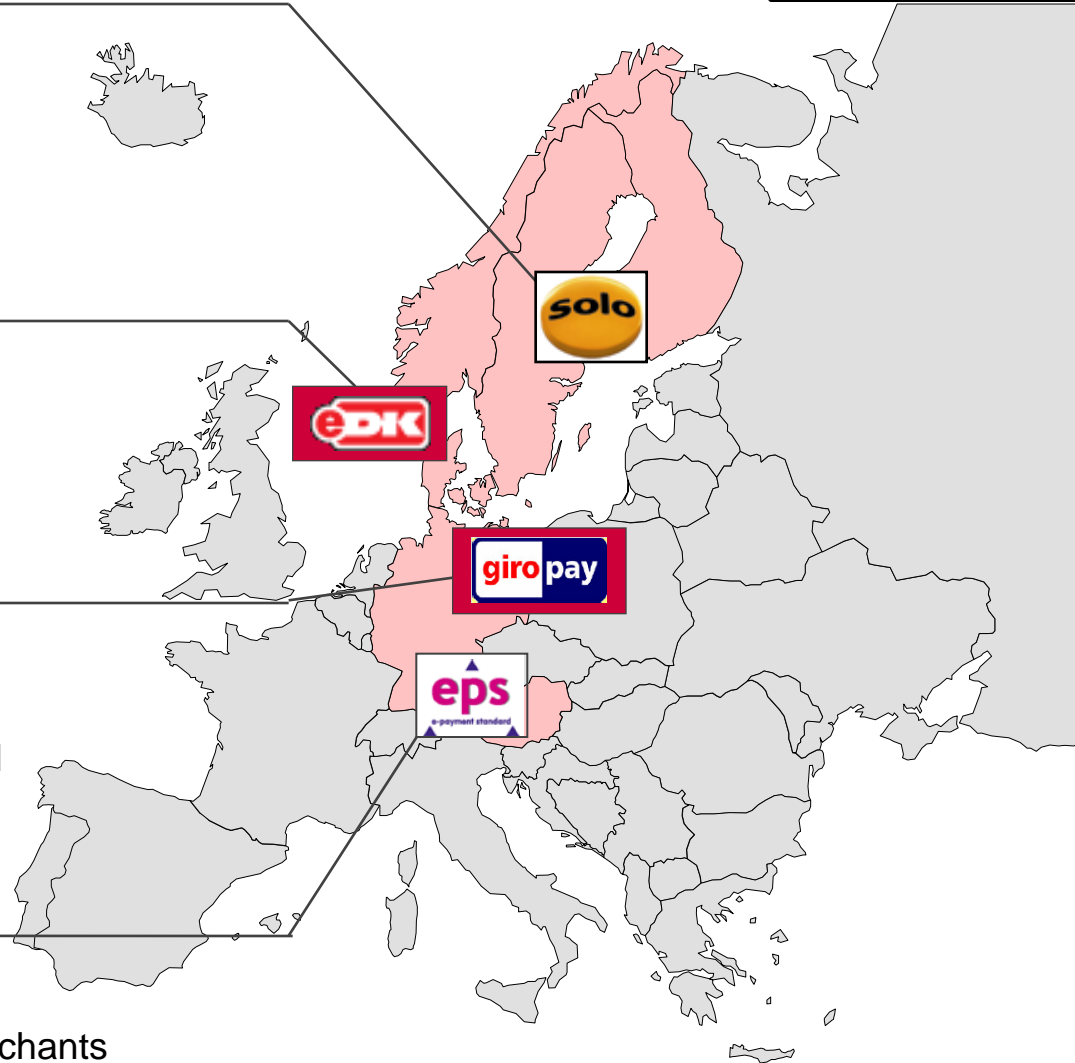
- »» 3 million e-banking users
- »» High potential: > 50% e-Banking users

»» giro pay (Germany)

- »» 2 mil. trx in 2007, 360 merchants connected directly, 10.000 via click and buy, pago and global collect
- »» Over 17 mil. e-bankers connected to giro pay

»» EPS (Austria)

- »» 1 million trx, > 2 million users, 500 merchants



Most of those services already exist

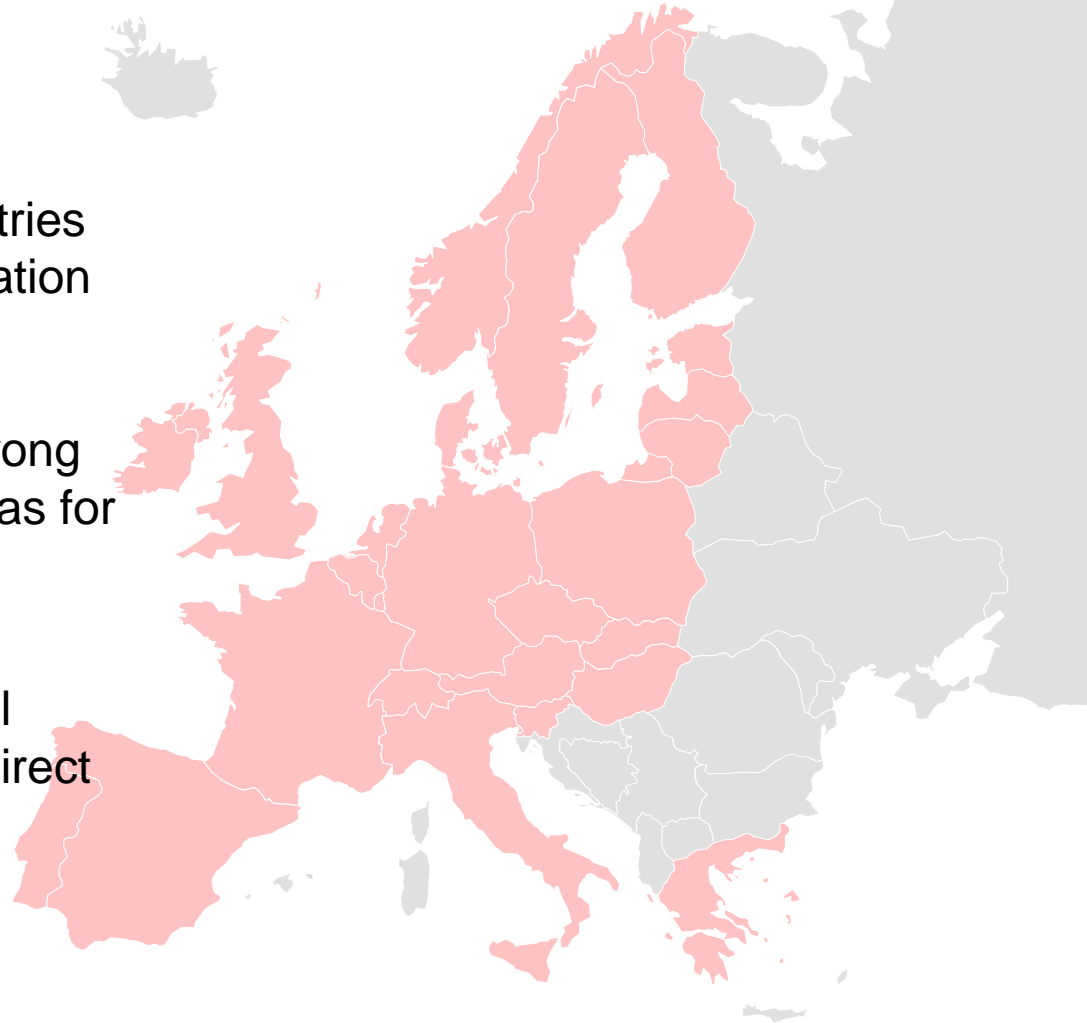
E-Payment

» 3D Secure

- » Bank centric
- » 4-corner model
- » Already deployed in most countries
- » Based on a routing and a validation service similar to e-SEPA instruments
- » Banks needed to implement strong authentication methods (same as for web banking, SMS, OTP, ...)

» E-Mandate

- » Based on open, 4-corner model
- » Key success factor for SEPA Direct Debit adoption
- » Fraud reduction potential



Most of those services already exist

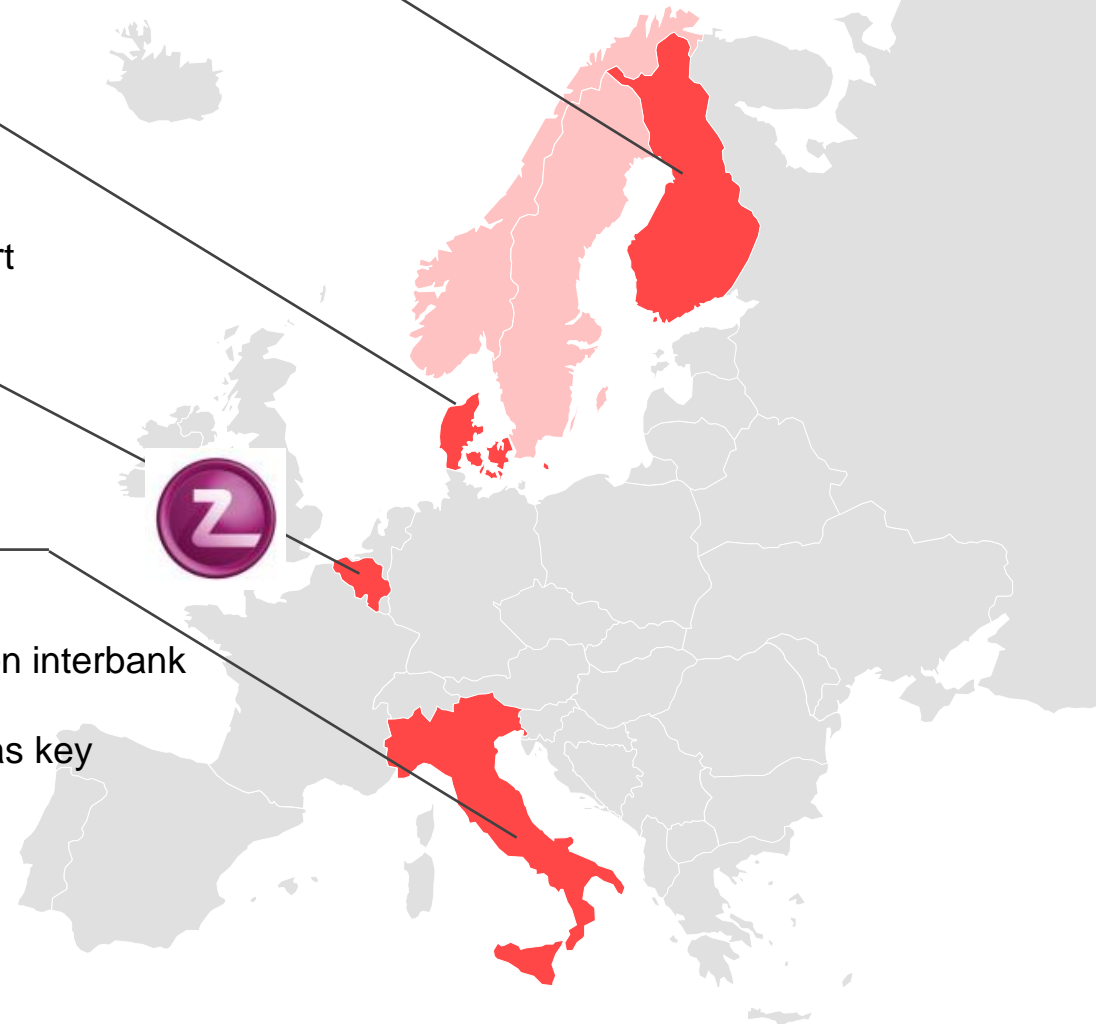
e-Invoicing

- » **FINVOICE**
 - » B2B & B2C
 - » 4-party model

- » **PBS eFaktura - B2B**
 - » Public sector initiative first
 - » Then generalisation with banks support

- » **Isabel ZOOMIT - B2C**
 - » EBPP – Bank Centric
 - » Strong volume increases

- » **ICBA Initiative**
 - » E-Invoicing network based on interbank network
 - » Government involvement was key



Most of those services already exist

E-Identity

» Norway - BankId

- » Operated by banks
- » Live

» Germany - NPA

- » Live 10/2010
- » Provide for eID and Electronic Signature
- » Banks can use the service for themselves

» Belgium – eID - Live

- » Initially created for eGov use cases
- » No bank adoption so far

» France – FC² initiative

- » Develop a global ecosystem
- » For Secure Online Services
- » Based on transparent Identity management



Agenda

1. e-SEPA : new business opportunities for banks
2. The integrated e-Service Hub
3. **Innovation re-invented**

Impact on Banks innovation

- » In order to build the Bank eService hub, banks need to break silos and think of integrated, seamless services, across their organisations
 - » Business Areas
 - » Channels
 - » Processus
 - » Systems
- » Innovation needs to follow the same path !
 - » Transversal
 - » Customer centric
 - » Aiming at bringing consistency, STP, ease of use to customers
- » A transversal R&D across the bank can help foster innovation and reduce costs
 - » Re-use of existing modules & infrastructure
 - » Time to market
- » Banks need to collaborate and work together to come to such solutions, and reduce innovation costs

Conclusion : e-SEPA for banks

Differentiation

Customers
Stickiness

Cross Selling
opportunities

New revenue
stream

Thank 
You

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