



## Treasury Strategies and SWIFT Demonstrate Compelling Business Case for Corporate Connectivity

For Immediate Release

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March 19, 2008 (San Francisco, California) - "**SWIFT for Corporates**" Day brought nearly 100 senior treasury and financial executives together on Tuesday to discuss how best to utilize SWIFT to improve automation and liquidity management for corporate financial operations.

This unique industry event, organized by Treasury Strategies and hosted by Wells Fargo, was designed specifically for corporates to gain an educational perspective and share insights about the applications for and benefits of corporate access to SWIFT (Society for Worldwide Interbank Financial Telecommunication).

"This event was effective and well-attended because it focused on the needs of corporates and provided a deeper understanding of the compelling business case to use SWIFT to communicate directly with banks utilizing its secure, reliable and standardized network," said Luc Meurant, Head of Corporate Programme, SWIFT.

The highlight of the day was a presentation of case studies by senior Treasury & IT executives from DuPont, Microsoft and PayPal. They talked about their companies' experiences and the benefits they have realized in implementing SWIFTNet. "The corporate case studies demonstrated the transformational role SWIFT is playing in a new generation of global financial system infrastructures," said Dave Robertson, Partner with Treasury Strategies.

The case studies offered practical insights as to how DuPont, Microsoft, PayPal and other companies around the world are implementing SWIFT to achieve common goals of straight-through processing, improved controls, and enhanced visibility and access to cash globally.

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Additionally, a panel of corporates discussed key considerations for the SWIFT implementation process. The discussion centered around the roles of banks and partners including ERPs, service bureaus, TMS providers, middleware providers, and consultants.

"By leveraging direct access to SWIFT, corporations are seeking to improve control, access to liquidity and cost efficiency," said Monie Lindsey, Managing Director with Treasury Strategies. "SWIFTNet is a solution that offers a single, secure and standardized financial messaging infrastructure for collecting global banking information, initiating payments, and initiating trade and exchange confirms."

More information about the event, sponsors, and presentation materials is available on the website at

<http://www.TreasuryStrategies.com/swift/swiftcorpday.htm>

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