

Sibos 2009

Globalization Experience Innovation Opportunity Technology Partnership



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Innovation Post-Crisis

A Vision for Banking 2.0

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Innovation: Now More Than Ever

- Innovation is alive and well at Citi and broadly
- Across client experience innovation, new products & services
- Indicative data point: Citi GTS technology spend on new development up 21% year over year

Seven Key Trends

Distributed Innovation

Competing on Open Standards

Next Generation Identity and Security

Reengineering via Collaborative Technology

Transforming Data to Actionable Analytics

Banking in the Cloud

Mobile Payments and Banking

Innovation Case Study: Evolution of Online Banking

- Commoditization of traditional on-line banking
- Treasury Needs
 - Simplification
 - Open standards, multi-bank approach
 - Extended support for visibility, control, process optimization, working capital efficiency
- Innovation potential of new technologies
- Evolving business models

Digital bank account management

Analytics

Social media

Open architecture



Distributed Innovation Process

- Anchor client partnerships
- Replicable pain point
- Innovation Centers
- R&D grants
- Technology company relationship
- Local agility and global scalability
- Sharing innovation with bank partners

Competing on Open Standards

- Growth of STP in payments and treasury
- SWIFT corporate access
- ISO banking standards
 - ISO 20022 XML
 - Investigation messages (“E&I”)
- Implications for next generation online banking
 - Modular electronic channels
 - Portal based web interface
 - Service oriented architecture

Portal Architecture

- Modular “web parts” of functionality
- CitiDirect BE closely integrated with Microsoft Sharepoint

Next Generation Identity Management and Security

- Growing need and use for digital identities
 - Security and access
 - Digital signing
- Learning from other sectors
 - Pharmaceutical
 - Defense industry
 - Public sector
- Treasury and banking applications

eBAM: visibility, control, efficiency

- Replacement of paper-based processes facilitated by digital signatures

Re-engineering via Collaborative Technology

We **connect** via LinkedIn and Facebook

We **tweet** updates to our friends and network

We **google** before we ask

We **wiki** wisdom in digestible bites

We **watch** via YouTube

We **buy and pay** anytime, online

We **navigate** via tom-tom

We **track** progress and status **real time!**

Citi Branded Media

Relevant, Timely, and Accessible Information

Fully integrated multimedia content

Wide information coverage

- Lead news topics
- Regional spotlights
- Feature stories
- Knowledge section
- Industry events & dates

Decentralized content creation via desktop cameras – Citi “You Tube”

Categorization of content based on topic of interest.

The screenshot displays the CitiMedia website interface. At the top, there is a navigation bar with 'CitiMedia' and 'BankingVision' logos, a search bar, and user options like 'Logout Cameron Ellis'. Below the navigation, the main content area is divided into several sections: 'Today on CitiMedia' featuring a video player and a list of topics like 'The global economy', 'Corporate supply chain', and 'Stocks seen lower'; 'Recommended Media' with a list of articles such as 'Credit risk management' and 'Treasury trends'; 'Featured Stories: CitiMedia' with a video player; 'Recent Uploads' and 'Top Downloads' sections. A search dropdown menu is open, showing results for 'SEPA' under 'Videos', 'Audio Clips / Podcasts', and 'Articles / Blogs / Documents'. A 'Media' sidebar on the right contains a video player and a 'Roundtable on identity' article. The bottom of the page features a navigation bar with icons for 'Home', 'Analytics', 'STP', 'Transact', 'M&A', and 'Collaborations'.

Transforming Data to Actionable Analytics

- Analytics as a strategic discipline.
- Beyond reporting to modeling, predictions, insights.
- Broad application in transaction banking processes.

Transaction Analytics

Service Investigations

- Total open investigations
- Aging and resolution times
- Metrics by type and sub-type

Payments

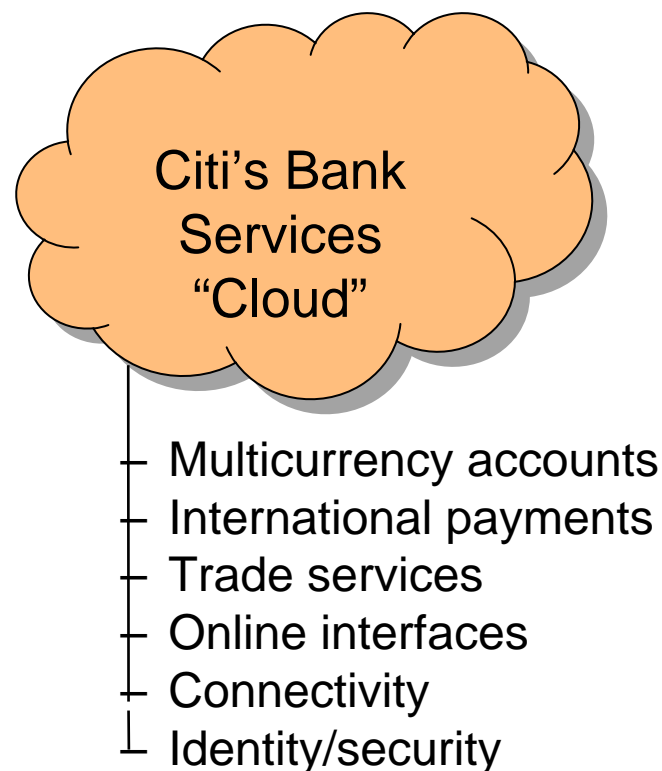
- Volume & value of transactions
- Attempted payments
- Returns, and rejects
- Straight through processing rate

Sophisticated metrics

- Drill down on dials and graphs
- Analyze current & historical metrics
- Benchmark against thresholds
- Filter by region, country, etc.

Banking in the Cloud

- Software as a Service (SAAS)
- Transaction processing cloud
- Distribution via
 - Private labeling to other banks
 - Internet portals
 - Software applications
 - Mobile devices



Mobile Payments and Banking

C2C

- Domestic unbanked with m-wallet
- Remittance flows

Corporate Mobile Banking

- Transaction Authorization
- Authentication
- Information Distribution

Consumer Mobile Banking

- Bill payment via mobile
- Micro purchases via NFC
- Balances
- Service

B2B

- Mobile Collections as replacement for traditional cash and coin collection
- Check deposit via mobile

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Citi works with its clients in greenhouse gas intensive industries to evaluate emerging risks from climate change and, where appropriate, to mitigate those risks.

efficiency, renewable energy & mitigation

