

## **Byblos Bank to pilot test SWIFTSmart, a new product by SWIFT**

**Byblos Bank Headquarters, Wednesday, 20 April 2016:** Byblos Bank has been selected among 10 international leading banks to participate in the pilot phase of the implementation of SWIFTSmart, a new innovative e-Learning platform that administrates, documents, tracks, reports and delivers a full catalogue of digital courses and social learning. Developed by SWIFT, the world's leading provider of secure financial messaging services, SWIFTSmart is a tool that would mainly increase staff productivity, improve the tracking of training effectiveness, and reduce operational risk and costs.

"With varying degrees of SWIFT expertise within our institution, the modular approach to SWIFTSmart, is a great asset," says Paul Chammas, Head of Group Operations Division at Byblos Bank. "We were excited to be part of the pilot phase of SWIFTSmart's implementation. Whether our staff needs an introduction to SWIFT or advanced instructions about SWIFT's products and services, SWIFTSmart provides the digital expertise and the community forum necessary to expand the team's business knowledge."

"Education best practices have significantly evolved over the last 30 years," says Dana Brants, Head of Services, SWIFT. "With user communities increasingly looking for flexibility in terms of how they access and participate in training courses, e-Learning is the future. Today, over 40% of fortune 500 companies are now using some form of educational technology. SWIFT is in a great place to revolutionize its training programme, offering a more digital and interactive approach that supports growing customer requirements."

The pilot testing of SWIFTSmart by Byblos Bank's staff will allow them to get exposed to new and innovative e-learning modules and curricula; participate in live ramp up of new e-Learning platform; and assist SWIFT in generating industry awareness on the e-Learning evolution. Ultimately, this will help SWIFT to develop its platforms, potentially creating a SWIFT learning hub encompassing a number of knowledge databases including User Handbook, How-to videos, and Knowledge Base tips.

Keen on keeping up with the latest digital breakthroughs, Byblos Bank sees this cooperation with SWIFT as an added value to its long-term growth prospects; the development and consolidation of its resources, systems and processes; and the integration of world-class technological solutions into its operations.

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