



Case study
MyStandards

Client
Société Générale and Eiffage

Société Générale and Eiffage are taking client onboarding to the next level with MyStandards

Société Générale is one of MyStandards' biggest users. How they leverage MyStandards has set a strong industry example for client onboarding. Find out how their corporate onboarding process has been optimised with MyStandards over the years to deliver a customised and autonomous testing environment, paving the way for a smooth transition to ISO 20022.

Challenge

When it comes to client onboarding: real-time, customised and self-service testing have become essential requirements for corporate clients. Analysing and testing messages, part of the overall onboarding process, can be time-consuming and frustrating when the process depends on the availability of both systems and teams.

The challenge for the bank was to offer their corporate clients a new way of testing without compromising quality and efficiency. MyStandards provides Société Générale's customers, such as Eiffage, with an efficient, fast, and streamlined client onboarding journey.

To support its international expansion, Eiffage has launched a series of projects to migrate its cash management tools, banking communication protocols to Swift and payment file formats to ISO 20022.

Société Générale was selected as Eiffage's pilot bank for the migration of their payment formats. With volume of approximately 2.5 million invoices per year for the 750 French subsidiaries alone and 90,000 different suppliers, including 15,000 new ones each year, they expected MyStandards to provide real added value for their testing phases.

“MyStandards has become the reference tool for message specification testing and will become even more crucial when financial institutions start adopting ISO 20022 for cross-border payments.”

Marilucia Miguel

Product Manager at Société Générale

Solution

Efficiency gains through optimised testing

For Société Générale, MyStandards has revolutionised customer onboarding over the past four years. The platform is widely used by the bank’s sales and back-office teams.

“MyStandards is a very powerful tool,” says Marilucia Miguel, Product Manager at Société Générale. “We estimate that we can verify between 90% to 100% of the content of client files, particularly the local payment specificities, without rejection of the payment messages when going into production.”

Today, the bank has published message specifications in more than 40 countries. With the MyStandards Readiness Portal, Société Générale can organise its documentation and create separate tailored testing portals per client. This enables the bank to publish its message specifications per type of transfer and country, making it significantly easier for clients to directly access the message specifications they need and independently test sample messages. Additionally, Société Générale can easily keep up with local regulation changes as message specifications only require updates per country.

“MyStandards makes all the necessary documentation available for clients in one central place,” continues Miguel. “Instead of having to request them from the relevant salesperson or implementation project managers, the client can easily access the documentation they need and start testing on their own. As a result, onboarding time has been cut in half. For Société Générale, MyStandards means real-time autonomy and efficiency gains.”

Customised customer service

One success story can be found in Eiffage, one of Société Générale’s main clients.

As one of Europe’s leading construction and concessions companies, Eiffage oversees more than 100,000 projects in France and around the world each year. The group employs 73,500 people across construction, real estate, urban development, civil engineering, metal, roads, energy systems and concessions. In 2021, its revenues

amounted to 18.7 billion euros. As such, the company requires a highly automated, efficient process, and a minimal dependency on its banking partners for testing and implementing message specifications.

Eiffage can use the platform for most of its implementations around the world and easily adapt its testing to the countries where they do business with Société Générale. For both Eiffage and Société Générale, this brings significant cost and time savings.

“MyStandards was the easiest and most complete tool I have worked with in regard to analysing and testing specifications. It’s like the encyclopaedia for all of Société Générale’s message specifications,” Sophie Meunier, Project Manager Consultant at Eiffage Group says. “We can choose which message specifications we want for each country and payment type. We have the possibility in real time to check all message specifications needed for the validation of message syntax and business rules. For our development team, it was a very helpful tool before starting our XML development. We can gradually integrate our subsidiaries into our Group treasury and banking communication tool and anticipate the ISO 20022 migration.”

Continuing the revolution with Responder

MyStandards [Responder](#) further optimises the onboarding journey by providing users with positive or negative response messages when testing within the portal. It essentially provides a close simulation to a live environment.

“MyStandards Responder allows us to go a step further in our testing process by offering customers examples of Payment Status Reports (PSR) linked to their payment files tested,” says Miguel. “Before having the Responder feature, we had to launch the test on our pre-production platforms if clients wanted a PSR. Now, the client can generate their PSR by themselves. On Société Générale’s portals, PSR1, PSR2, PSR4 and recently the PSR gpi are ready for use.”

For Eiffage, Responder is a key tool to understand how the usually complex status report messages work. “When I started this project, I didn’t know much about the PSR,” says Meunier.

“Responder allowed us to understand every level of the process. We are able to choose the correct scenario and access the relevant information. That provides more autonomy, saving us time.”

Sophie Meunier

Project Manager Consultant
at Eiffage Group

“Responder allowed us to understand every level of the process. We are able to choose the correct scenario and access the relevant information. That provides more autonomy, saving us time. During the format and Swift migration with Société Générale, the current version of our communication tool did not allow integrating any PSR outside of the Swift network. When we finish the upgrade of our tool, we will be able to use 100% of Responder’s features especially on the PSR gpi.”

Ready for ISO 20022

In addition to enabling seamless customer onboarding, MyStandards accelerates the adoption of ISO 20022 through multiformat documentation, powerful comparison tools and impact analysis. It reduces cost and risk when implementing and maintaining rich ISO 20022 message formats.

For Eiffage, MyStandards will facilitate the migration to ISO 20022 from many diverse formats used for implementations across the world. Société Générale has already begun work to assure an effortless transition for its customers, including Eiffage.

“We are working to publish new message specifications on MyStandards to support clients in completing their migration independently, and to inform them of the impact on their payment files,” Miguel confirms. “MyStandards has become the reference tool for message specification testing and will become even more crucial when financial Institutions start adopting ISO 20022 for cross-border payments.”

Swift is a member-owned cooperative, providing secure financial messaging services to more than 11,000 organisations, across the financial ecosystem, in almost every country in the world. For nearly five decades we have delivered certainty, continuity and excellence by constantly evolving in an everchanging landscape. In today’s fast moving, increasingly connected and challenging world, this approach has never been more relevant.

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