Partner Programme

SWIFT engages in partnerships with various providers that offer services and applications for the financial community that complement SWIFT's own portfolio. The aim of this document is to explain how the SWIFT partner 'framework' enables customers to make well-informed purchasing and implementation decisions, and helps providers to differentiate their offering in a crowded marketplace.

The partner framework covers two programmes:

Community Programme

To better serve our community, to mitigate risk, to contribute to increasing SWIFT traffic volumes and to lower the average cost per message, SWIFT engages in qualified relationships and registers providers of services and applications that are used in its community. SWIFT also certifies business applications, specialists, interfaces and service bureaux for compliance with SWIFT requirements and standards.

Commercial Programme

To achieve SWIFT commercial objectives and to complement the SWIFT portfolio, SWIFT partners with a select group of SWIFT Business Partners and Application Partners in specific regions and market segments.

	Registered Provider	Certified Application Provider	Lite2 Application Partner	Sales Agent	Consultancy Subcontractor	Business Partner
Level of engagement with SWIFT	None	Limited	Joint Commercial	Targeted	Contractual	Joint Commercial
Sell SWIFT products and services				Subset		Broad Range
Execute SWIFT consultancy services					●	●
Combine value of a business application with SWIFT secure messaging & connectivity, via Lite2			●			
Access to support, information, documents	●	●	●	●	●	●
Can use SWIFT brand or logo(*)			●			●
Allowed use of 'Certified App' logo? Yes, but ONLY for the certified component.		●	●	●	●	●
Allowed use of commercial partnership logo?			L2BA logo			BP logo

(*) Restricted uses
Except as indicated in these guidelines or as permitted by licence, third parties may not use names or signs identical or similar to SWIFT trademarks in a manner that creates confusion as to the origin of the products and services offered under those names or signs, nor in a manner which affects or takes unfair advantage of the distinctive nature or reputation of SWIFT trademarks.

Community Programmes

Mitigate risk and facilitate SWIFT use through a provider

Registered Provider

Registration under the Programme initiates a relationship with SWIFT and introduces the potential for collaboration, which can be enhanced in the future. Registering for the SWIFT Partner Programme automatically entitles you to a wide range of benefits, including:

– Online access to SWIFT documentation and support, including the SWIFT User Handbook (UHB) and Knowledge Base tips, ordering and billing, and case management

– Eligibility to apply for SWIFT Certification of your applications, interfaces, and service specialists

– Eligibility to register and participate as an official Sibos exhibitor

– Access to SWIFT developer and testing tools to facilitate development and testing of SWIFT-compliant solutions at standard prices and conditions

– Access to additional SWIFT products, services and training at standard prices and conditions

SWIFT Certified Programme

The SWIFT Certified Programme checks compliance with the relevant SWIFT quality criteria and standards. This enables SWIFT customers to evaluate and buy products, applications and services with greater confidence.

The SWIFT Certified Programme covers three broad categories:

1. SWIFT Certified Applications

SWIFT certifies selected third-party applications to ensure that they meet well-defined requirements around SWIFT standards, messaging and connectivity. SWIFT provides certifications per specific market segment, including payments, trade, securities and corporates.

2. SWIFT Certified Interfaces

SWIFT certifies providers and customers that develop SWIFT interfaces. This helps ensure that these interface products meet SWIFT's requirements and standards, thus benefiting the entire SWIFT community.

3. SWIFT Certified Specialists

SWIFT certifies individual specialists in their specific area of technical or business expertise. This gives customers the ability and confidence to select people with the right knowledge and experience in the relevant SWIFT related area.

Certified Service Bureau (Shared Infrastructure Programme)

SWIFT certifies companies that offer third-party connectivity to the SWIFT network. These Service Bureaux are governed by the Shared Infrastructure Programme. This program aims at protecting the interests of its community by defining standard criteria for Service Bureaux, and distinguishes the Service Bureaux that meet even higher standards. Certification criteria and certifications are renewed on a regular basis.

Commercial Programmes

Targeted at achieving SWIFT commercial objectives through partners

Business Partner

SWIFT Business Partners are an extension of SWIFT, and provide tailored, expert commercial support to specific customer groups in key markets. They work to meet the requirements of SWIFT customers across a broad range of our products and services, and are selected based on their depth of local market expertise and presence, and their relationships with the community. SWIFT Business Partners are aligned with SWIFT's strategy, and working with these partners will make it easier for SWIFT customers to get access to the specific commercial support they need.

Services such as training and consulting services delivered by SWIFT Business Partners will be contracted directly by SWIFT with its customers.

SWIFT Business Partners engage and co-operate at the highest level with SWIFT's regional teams. Their efforts are coordinated and overseen through SWIFT's global partner framework, ensuring that SWIFT customers around the world can benefit from the same high-quality service.

Sales Agent & Consultancy Subcontractor

SWIFT sales agents are selected based on their depth of local market expertise and presence. They sell a specific subset of SWIFT products and services. Consultancy subcontractors execute services packages under pre-agreed commercial terms.

Alliance Lite2 for Business Applications

SWIFT has developed Alliance Lite2 for Business Applications (L2BA), a cloud solution that enables selected business applications to combine the value of their software with SWIFT connectivity in a single package. With L2BA, providers can provide their end-customers with a single, secure and standardised connection to more than 10,500 financial institutions world-wide.

Alliance Lite2 for Business Applications removes the need for intermediaries and can activate a collaborative win-win cloud solution for application provider, end-customers and banks alike.