**Swift**

* Society for worldwide interbank financial telecommunication
* Leading financial message provider.
* Maintain standard protocol
* Provide platform for sending messages
* Secure, available, reliable.
* 70s, Europe decides they need to have a way to connect banks 🡪 Swift. 27 offices around the globe

30.3 million FIN messages peak day. 6.5 million per year.

Innovation drivers:

* technology advances, changing business environment, changing customer needs, intensified competition

pockets of innovation (beginning of a company) 🡪 continuous innovation 🡪 sustained innovation (budget for carrying on innovation, innovation lab)

Innovation Initiative: evolution and way forward:

* customer participation
* innovation as best practice
* hackathon as a new accelerator
* awareness and understanding
* access to innovation playground

Security Infrastructure:

* FNAO: Failure is not an option.
* Learn, prevent, manage, plan