

DIGITAL SOLUTIONS

FOR STRUCTURED PRODUCTS DISTRIBUTORS

Marketing communication

GLOBAL MARKETS
DIGITAL SOLUTIONS



BNP PARIBAS

The bank
for a changing
world

PHILOSOPHY

Our ambition is to provide innovative tools that match the digital needs of clients who trade structured products. We take an agile approach by leveraging internal resources, the Fintech sector, academic institutions and more.

We aim at leveraging the latest digital trends to identify new opportunities and continue to strengthen our electronic offer across regions.

STRENGTHS

AGILITY

User-friendly platform constantly evolving towards innovation

ALL-IN-ONE

Managing the full structured products chain in one place

CUSTOMISATION

Ability to suit clients' investment objectives

ROBUSTNESS

Robust technology leveraging internal resources and external expertise

KEY FIGURES

OVER 500

TAILOR-MADE PAYOFF SCREENS
CREATED FOR CLIENTS



5000

UNDERLYINGS AVAILABLE
CROSS ASSET PLATFORM: EQUITY,
CREDIT & RATES

IN 2019



120K

STRUCTURED
PRODUCTS TRADES



1300

USERS ONBOARDED



42

COUNTRIES

PRICINGS
DONE

5M



ENTER A SEAMLESS DIGITAL EXPERIENCE FROM PRE TRADE TO POST TRADE SERVICES

GET SMART INVESTMENT
IDEAS



DIGITAL
JOURNEY

DESIGN, PRICE AND
TRADE THE PRODUCT YOU
NEED



WHITE LABELLING
ACCESS VIA A MOBILE
APP



MANAGE AND ACCESS
ALL SECONDARY
MARKET PRODUCTS





GET CUTTING EDGE INVESTMENT IDEAS



INNOVATION

Direct access to BNP Paribas' latest Market Opportunities, offering a relevant selection of products and solutions specifically chosen to suit your current needs.



INFORMATION

Cross asset Marketing documents, educational materials and market news, all available in one section. Easily search for tailor-made offers that fit with your profile.



MARKET INTELLIGENCE

Customise the view to your interests (type, region, period). Insight on popular underlyings and baskets for Most Priced and Most Traded.



DESIGN, PRICE AND TRADE THE PRODUCT YOU NEED



DESIGN

Compose, Test ideas using our wide range of products or design a new payoff.

- Define your own products : choose your basket, currencies, tenor, etc.
- Create a new payoff that fits your needs.



PRICE

Get an indicative or a tradable price based on your conditions.

- Use the mail parsing technology to maximise time delivery for standard structured products.
- Fine-tune pricing with a flexible use of Smart Derivatives.
- Experience a fully digitalised journey thanks to direct connection through API or FIX.



ANALYSE

Access value added services and make the best use of the pricer.

- Optimize your basket with the basket optimizer.
- Anticipate the market move using the mark to market simulation.
- Run historical simulations to inform your clients.



TRADE & GENERATE REGULATORY DOCUMENTS

Ease operational burden with access to automated documents and to click & trade.

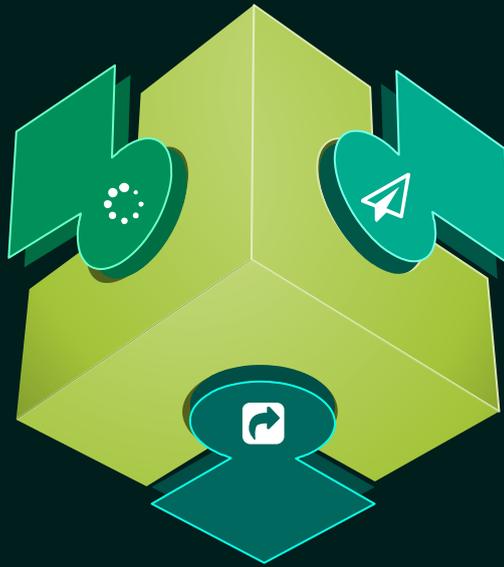
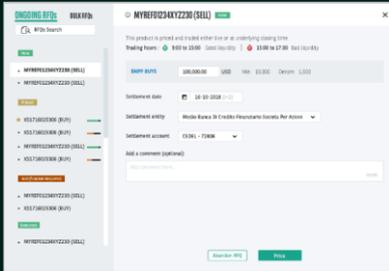
- One click to trade.
- Generate Target market, KID documents for a wide range of payoffs in more than 12 different languages.



ACCESS AND MANAGE YOUR SECONDARY MARKET

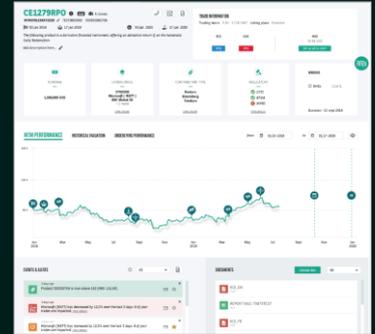
MONITOR

Product details available in one click, alerts based upon upcoming events and anytime access to a liquid secondary market.



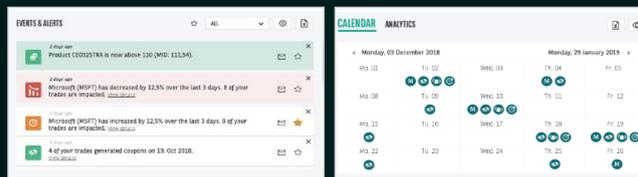
TRADE AND MANAGE

Past performance graphs and up-to-date information available in just one click. Opportunity to access a liquid secondary market and to modify your position on your current products in real time.



CUSTOMISE

Create your own alerts depending on your clients' requirements and stay informed about the life cycle events affecting your portfolio, such as corporate actions.



WHITE LABELLING PARTNERSHIPS

MAKE THIS DIGITAL JOURNEY YOURS



Save time and cost and let us take care of the platform for you and enjoy a turnkey solution for Structured products.



We take care of the support, the on-boarding of the clients and the upload of the marketing materials you choose. Furthermore, you maintain access to BNP Paribas' secondary market.



Boost the visibility of your brand by giving our solution to your own clients under your own logo, with your customisation needs and your own marketing material.



APP: MOBILE SUPPORT FOR SALES

EXPAND YOUR DIGITAL OFFERING



Benefit from a mobile and desktop application on structured products, covering primary and secondary market evolutions.



Provide salesforce with a user-friendly tool on structured products to sell more and better and to reduce time-to-market.



Access features comprising payoff comparison under current market conditions, live product range, training program.

SECURITY & CONFIDENTIALITY

● SECURITY CONTROLS

A core set of mandatory security controls are embedded and are built upon existing security guidance, taking into account the latest intelligence on security incidents. They have been reviewed by external industry experts, assessed against industry standard frameworks and good security practices.

● AUTHENTICATION PROTECTION

Confidentiality and integrity of interactive customer sessions connecting to the platform are protected. In addition, the proper management, tracking and use of connected authentication are ensured.

LEARN MORE

To find out more about Smart Derivatives or to request access to the platform, please contact us on:

AMERICAS AND EMEA

 Email : smartderivatives.support@bnpparibas.com

 Website: www.smartderivatives.com

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