

POSTAL CARD PRESENTING THE INTERNATIONAL EXPERTISE, RESEARCH AND NETWORK OF L'ATELIER



LEVERAGING

TECHNOLOGY



TECHNOLOGY IS RESHAPING ENTIRE INDUSTRIES, INCLUDING FINANCIAL SERVICES. BNP PARIBAS IS AMONG THE TECHNOLOGY LEADERS IN BANKING AND IS INVOLVED IN MANY INITIATIVES TO IDENTIFY, UNDERSTAND AND USE NEW TECHNOLOGIES TO SERVE CUSTOMERS FASTER AND BETTER.

L'Atelier BNP Paribas, with offices in Paris, San Francisco and Shanghai, is the eyes and ears of the bank in the technology world. It was formed in Paris in 1978 and was quick to identify the competitive advantages of telematics (the long-distance transmission of computerized data) in the finance sector. This allowed the bank to gain a competitive advantage in the use of this then-emerging technology.

In 2005, L'Atelier BNP Paribas expanded to the US when it opened a facility in San Francisco. L'Atelier BNP Paribas North America detects, analyzes and develops innovations in Silicon Valley and across the United States, identifying those of greatest potential to the bank – in artificial intelligence, big data, blockchain and other tech areas.

In 2015, L'Atelier BNP Paribas partnered with Bank of the West to create FinLab, which helps Bank of the West and its clients identify and implement the best new developments in cash management, payment and fraud, credit approval and other areas.

Investments in fintech companies are another important initiative. The bank has invested in companies across the US with a focus on new and emerging technologies. These include enterprise software firm R3, which is working with a network of over 200 institutions to develop on Corda, its blockchain platform designed specifically for businesses, and Digital Asset Holdings, a blockchain start-up which evaluates the global challenges relating to the decentralized storage and security of digital resources. Both companies are based in New York.



SYMPHONY

On the West Coast, the bank invested in 2017 in Symphony, a digital communications company based in Palo Alto. The Symphony platform provides an innovative, secure and efficient communications and workflow automation tool that fosters partnership across business lines and enables enhanced communication with clients, including media sharing, while meeting the unique security and compliance needs of the banking industry.

The bank also has an active interest in the use of artificial intelligence. In 2018, it invested in Digital Reasoning, a Nashville-based company which specializes in the development of Natural Language Understanding (NLU). The bank intends to utilize the technology to enhance its client journeys, with a holistic view of product and service information, and a digitally enriched understanding of client needs, behavior and intentions from their communication data.

In 2017, BNP Paribas announced plans to double its technology investments worldwide over three years with a goal of adapting to new consumer expectations and behaviors, cutting costs and supporting a continued shift away from traditional banking toward digital banking. L'Atelier BNP Paribas, FinLab and investments in fintech companies are important elements of this effort.