

BNP Paribas launches new-generation AI-powered virtual assistant in its Securities Services business

BNP Paribas's **Securities Services business** today announces the launch of its virtual agent, NOA (NextGen Online Assistant), on its client services portal NeoLink. NOA leverages the latest cognitive technology of Amelia, a trusted leader in Enterprise Conversational AI.

Leveraging Amelia's advanced machine learning for context recognition, NOA helps clients find the information they need quickly and efficiently. NOA has been specifically trained for the securities services environment and to interact efficiently with the bank's underlying systems, leveraging a set of APIs, to ensure reliability and scalability.

NOA is available on NeoLink, Securities Services' main client portal, 24/6. As part of the initial launch, the virtual agent is able to answer queries around custody activity including settlement, cash and market information. Following the first phase, NOA's functionality will extend to other custody applications to support clients throughout the investment cycle. NOA is available in English and French languages.

As part of a progressive rollout, NOA is now available on NeoLink for institutional clients based in the UK, the US, Jersey, Ireland, Colombia, and Brazil, and will be deployed in additional countries throughout the year.

Philippe Ruault, Head of Data and Digital Transformation, Securities Services at BNP Paribas, said: "NOA offers clients a new personalised experience, enabling them to access information and services, when and where they need them. By providing clients with instant access to their data around the clock, NOA helps them save time and focus on their core business."

"In the highly competitive investment banking industry, efficiency, accuracy and high-touch experiences are paramount," **said Lanham Napier, President of Amelia.** "We are proud that BNP Paribas's Securities Services business has trusted Amelia to build NOA and elevate the experience for both its customers and employees. We have been helping global businesses leverage the best of Conversational AI for nearly a decade, and look forward to continuing the partnership with BNP Paribas to meet their operational and commercial needs."

-End-

Press contact:

Securities Services at BNP Paribas
Emma Salmon, Global Media Relations Manager
emma.salmon@uk.bnpparibas.com
+44 (0)788 1249 711

 Securities Services at BNP Paribas on Twitter – [@BNPP2S](https://twitter.com/BNPP2S)

 Securities Services at BNP Paribas on [LinkedIn](#)



BNP PARIBAS

**The bank
for a changing
world**

About Securities Services at BNP Paribas (securities.cib.bnpparibas)

BNP Paribas's Securities Services business is a leading global custodian providing multi-asset post-trade and asset servicing solutions to buy-side and sell-side market participants, corporates and issuers. With a global reach covering 90+ markets, its custody network is one of the most extensive in the industry, enabling clients to maximise their investment opportunities worldwide.

About Amelia (www.amelia.ai)

Amelia is one of the world's largest privately held AI software companies and a global leader in Enterprise Conversational AI. The company's technology is trusted by organizations across an array of industries to automate operations, improve customer experience and optimize business outcomes. Amelia's platform develops and deploys AI tools that manage critical tasks and processes, enabling employees to be more productive and deliver better results while reducing operational costs. Consistently recognized by third-party analyst firms including Gartner's Magic Quadrant 2023 as a market leader, Amelia has powered the voice operations of global Fortune 500 leaders including Telefónica, BBVA and BNP Paribas. Backed by strategic investments from the Build Group and Monroe Capital, Amelia is headquartered in New York City and serves customers globally through offices throughout the US, Europe and Asia Pacific.

The information contained within this document ('information') is believed to be reliable but BNP Paribas does not warrant its completeness or accuracy. Opinions and estimates contained herein constitute BNP Paribas' judgment and are subject to change without notice. BNP Paribas and its subsidiaries shall not be liable for any errors, omissions or opinions contained within this document. This material is not intended as an offer or solicitation for the purchase or sale of any financial instrument. For the avoidance of doubt, any information contained within this document will not form an agreement between parties. Additional information is available on request.

BNP Paribas is a credit institution that is authorised to perform banking activities and investment services under the law applicable in France and is subject to prudential supervision on a consolidated basis by the European Central Bank (ECB), in cooperation with the Autorité de Contrôle Prudentiel et de Résolution (ACPR). As a public listed company and as an investment service provider, BNP Paribas is also in France under the supervision of the Autorité des Marchés Financiers (AMF). Its registered office address is 16 boulevard des Italiens, 75009 Paris, France, and its website is <https://group.bnpparibas>.

BNP Paribas is authorised and regulated by the European Central Bank (ECB) and the Autorité de Contrôle Prudentiel et de Résolution (ACPR). BNP Paribas is authorised by the Prudential Regulation Authority (PRA) and is subject to regulation by the Financial Conduct Authority (FCA) and limited regulation by the Prudential Regulation Authority (PRA). Details about the extent of our regulation by the Prudential Regulation Authority (PRA) are available from us on request. BNP Paribas London Branch is registered in the UK under number FC13447. UK establishment number: BR000170. UK establishment office address: 10 Harewood Avenue, London NW1 6AA.

Services described in this document, if offered in the U.S., are offered through BNP Paribas acting through its New York Branch (which is duly authorised and licensed by the State of New York Department of Financial Services) or BNP Paribas Financial Services LLC, a limited liability company organised under the laws of the State of Delaware; if a securities product, through BNP Paribas Securities Corp., which is a broker-dealer registered with the Securities and Exchange Commission (SEC) and a member of the Securities Investor Protection Corporation (SIPC) and the Financial Industry Regulatory Authority (FINRA); or if a futures product through BNP Paribas Securities Corp., a Futures Commission Merchant registered with the Commodities Futures Trading Commission (CFTC) and a member of the National Futures Association (NFA).

In accordance with the General Data Protection Regulation (GDPR), European Regulation no. 2016-679, depending on the nature of the processing of the personal data concerned, you have a right of access, rectification and erasure of your personal data together with the right to restrict or object to the processing of such data. For more information on the General Data Protection Regulation (GDPR), details regarding processing purposes, and data retention principles, as well as your rights in relation to the processing of your personal data by BNP Paribas SA, in the context of Securities Services activities, please refer to our data protection notice: <https://cib.bnpparibas/data-protection-notice/>.



BNP PARIBAS

**The bank
for a changing
world**