

CUSTODY: THE CLIENT EXPERIENCE AT BNY MELLON

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July, 2018

Custody is really the foundation at BNY Mellon. We need to make sure the assets of our clients are safe and secure, that we settle all their activity, and that we can service their portfolios accordingly. Because custody is so fundamental to BNY Mellon, we need to continuously invest to stay at the forefront.

Therefore, we're investing to improve the client experience. We're investing in becoming more efficient at doing custody. We're also investing in new products and services. We're investing to stay at the forefront of all the regulatory developments. And finally, we're also investing in innovation. Fintech and blockchain are very important in that.





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