

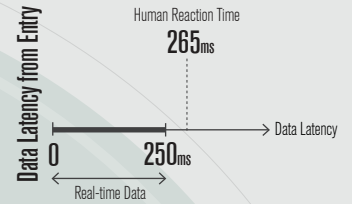
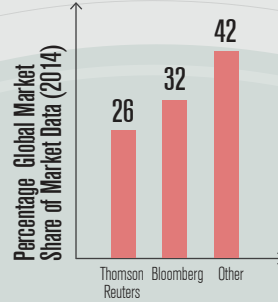
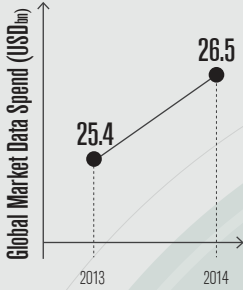


# Buyer's Guide: Alternative Market Data Vendors

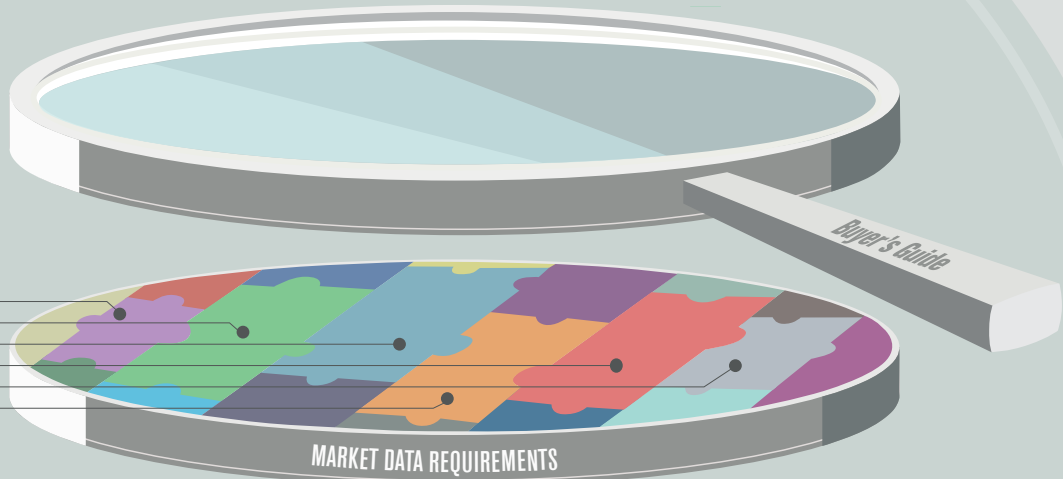


## Challenging, But Not Impossible

The critical importance of market data to the front-office of capital markets firms is reflected in its cost. A real-time market data budget can be one of the most expensive items on the balance sheet for financial institutions. Following the onset of the financial crisis, banks strove to cut costs across their organisations, and market data budgets were no exception. Today, as the global economy grapples with the ongoing ramifications of the financial crisis, improving efficiency across the organisation and minimising costs is still a high priority.



- Asset Class
- Instrument Coverage
- Geographic Coverage
- Data Format
- Data Freshness
- Latency



### ISSUES

- Not all the data that is supplied as part of a current vendor's bundled data package is needed
- Users have access to the right data, but at too high a price
- Groups of users have different data usage requirements



### STRATEGY

- Assess market data requirements
- Identify vendors with the right combination of characteristics for data across the required geographies
- Negotiate market data costs downward
- Confirm market data is purchased at the right cost level for users across the organisation