

# User Profiling

Do the capabilities of displaying market information services match your users' requirements and vice versa? Are these services 'must have' for a variety of user processes or are users merely monitoring markets? TRG Screen can help through Market Data User Profiling!

## Evaluate market data user profiles

User Profiling from TRG Screen enables market data administrators, analysts, procurement teams and business managers to easily evaluate user and desk profiles. Profiling can help financial institutions manage their market data costs and gain greater control by challenging market data requests (terminals & data sets) and reducing market data vendor dependencies. Procurement teams aim to benefit from profiles during their negotiations with vendors where market data analysts tend to use these profiles in their demand discussions with end users.

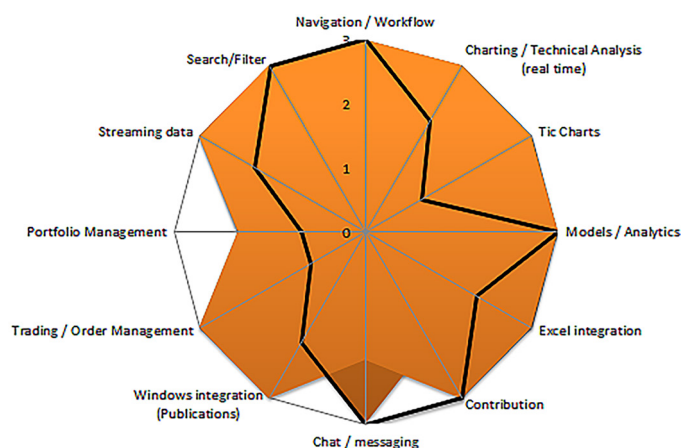
Effective market data management starts with knowing your user base!

## TRG Screen's user profiles include

- Over 60 end-user profiles at the buy-side and sell-side
- Data and functionality requirements of each user/desk
- Data and functionality ratings for the complete terminal suite of Bloomberg, Thomson Reuters, FactSet and S&P Capital IQ

- Market data services accessed by each user/desk
- User dependencies that may prevent straight forward product substitution (data, spreadsheets, applications, trading features, etc.)

Market Data User Profiling can then be used to visualise data needs and for challenging misconceptions and preconceptions around market data services and advise on alternative services which may not have previously been considered. The advantage of a profiling exercise is that it produces results very quickly, is impartial and confronts the users immediately with their own level of sophistication by which they make use of the services on their desk.



## User profiling in practice

- Set criteria for analysis
- Analysis of actual usage of services
- Apply user scores on selected criteria
- Result should produce an indication if the user qualifies for a certain service level
- Can be applied to individual, group or departmental level
- Method is impartial
- Outlook on substantial savings

## Sector

Financial Services

## Solution

User Profiling

## TRG Screen Consultants credentials

- 25+ years of international experience
- Fully dedicated to the financial service industry
- 500+ happy clients world-wide
- 750+ successful market & reference data projects
- Robust value added services offerings
- Proven proprietary tools, methodologies, & benchmarks
- End-to-end experience from strategy to renegotiation
- Guaranteed cost savings (5-30%) & immediate ROI
- Global offices & network of 50+ market data specialists
- Independent from service providers
- Certified FISD partner

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