

# Vendor Market Research

- Are you a vendor of market data products and services, and are you considering entering new (geographical) markets?
- Are you looking for an update on your existing market (competition, alternatives, target audience, trends, potential, etc.)?
- Do you know to whom your clients compare you with?

## Up-to-date vendor information

From our experience we know it is difficult to keep vendor competitor information up-to-date, relevant and accurate. TRG Screen Consultants can help with its knowledge and expertise on vendor products and their clients – taking market data research to the next level!

## Firsthand knowledge & experience

TRG Screen has access to all relevant vendors and their services, and has executed many vendor market research projects concentrating on the market environment, trends, client segmentation, functionality and technology. As a specialist market data consultancy firm our consultants have firsthand knowledge of and experience with vendors active within your region, and how their products and services are marketed.

## Identify trends

TRG Screen can help you identifying trends that are relevant to your market and your target audience. Without compromising confidentiality we advise on the best strategies for market entry, product positioning and launch options.

Display product (Vendor)	Display / User interface	Charting / Technical Analysis	Optional advanced charting tool	Tic Charts	Analytics & Functions	Models	Excel links	Contribution	Chat
Market Manager	2	1	0	2	2	0	1	1	1
MarketMap	2	2	2	2	1	1	1	1	1
Prime Terminal	2	1	0	1	2	0	1	1	1
SIX iD	1	1	2	2	0	1	1	1	1
FactSet Wealth Workstation - Basic	3	2	0	2	1	0	1	1	1
FactSet Wealth Workstation - Advanced	3	2	0	2	2	0	1	1	1
FactSet Wealth Workstation - Full	3	2	3	2	2	2	3	1	1
FactSet Research System	3	2	0	2	2	2	2	1	1
Bloomberg	3	3	2	3	3	3	2	2	3
Thomson Reuters Eikon Premium	3	3	2	3	3	3	3	3	2
Thomson Reuters Eikon Domestic	3	3	2	2	1	3	2	1	2
Eikon for Wealth Management	2	2	0	1	1	2	1	1	1

## Possible deliverables of a product/market survey

- Relative market sizing
- Market trends and environment analysis
- Potential client groups and segmentation
- Competitor survey including SWOT
- Positioning and benchmarking of your products
- Concrete recommendations

## Sector

Financial Services

## Solution

Vendor Market Research

## 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

Global Market Leader in Enterprise Subscription Management

TRG Screen • Consultancy

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