

LSEG Active Investor

A scalable market data and trading platform, offering a truly integrated experience for active investors who rely on detailed, accurate, and timely information and insights.



The wealth industry is rapidly transforming, and its metamorphosis is being fuelled by several factors. Against a backdrop of substantial intergenerational wealth transfer, vast quantities of data are increasingly available to investors. This has led to enormous growth in the self-directed market, and has spawned a new generation of active investors who have an urgent need for leading-edge tools and reliable data to help them manage their portfolios.



LSEG DATA & ANALYTICS



Why should my firm cater to active investors?

The global transition towards commission-free trading means that firms need to find new ways to increase their market share – and creating a niche experience that caters specifically to the highly sophisticated non-professional active investor opens up opportunities to capture new business.

Stiff competition exists, as there is a plethora of digital platforms from which active investors can choose, but the right digital tools can help firms to differentiate their offerings through an engaging, value-added client experience.

Meeting sophisticated investor expectations

Active investors typically execute multiple trades daily, seeking to profit from short-term positions and price fluctuations. Consequently, they have vastly different needs to long-term investors. Firms need to provide a unique experience for these clients, since they are digitally savvy and are seeking value-added insights, analytics, workflow, charting, and more, to help them navigate complex transactions such as options trading.

Taking advantage with Active Investor

Successfully engaging with a new generation of digitally savvy active investors executing high volumes of trades helps drive new assets to the firm.

LSEG Active Investor has been designed with this valuable customer segment top of mind. The solution is comprehensive and easy to integrate into a firm's existing infrastructure. Our powerful technology delivers the tools wealth firms need to make a superior trading ecosystem for active investors a reality.

Active Investor features enhanced flexibility, advanced charting and analytic tools, and a 'plug and play' range of widgets, data, and functionality. Users can define the layout, capabilities, and content based on a workflow that meets their style and preferences, creating a truly personalised and compelling investing experience.



Delivering a better experience for the active investor

Active Investor delivers a host of client-centric features designed specifically for this unique type of investor. With a fully customisable look and feel, firms can optimise their brand identity, whilst giving investors the flexibility to invest their way.

As firms strive to find new sources of growth and increase assets in a dynamic environment characterised by rapid digitalisation, they should not overlook the opportunity to differentiate themselves by offering a unified and compelling client experience in the active trader space.

Key features

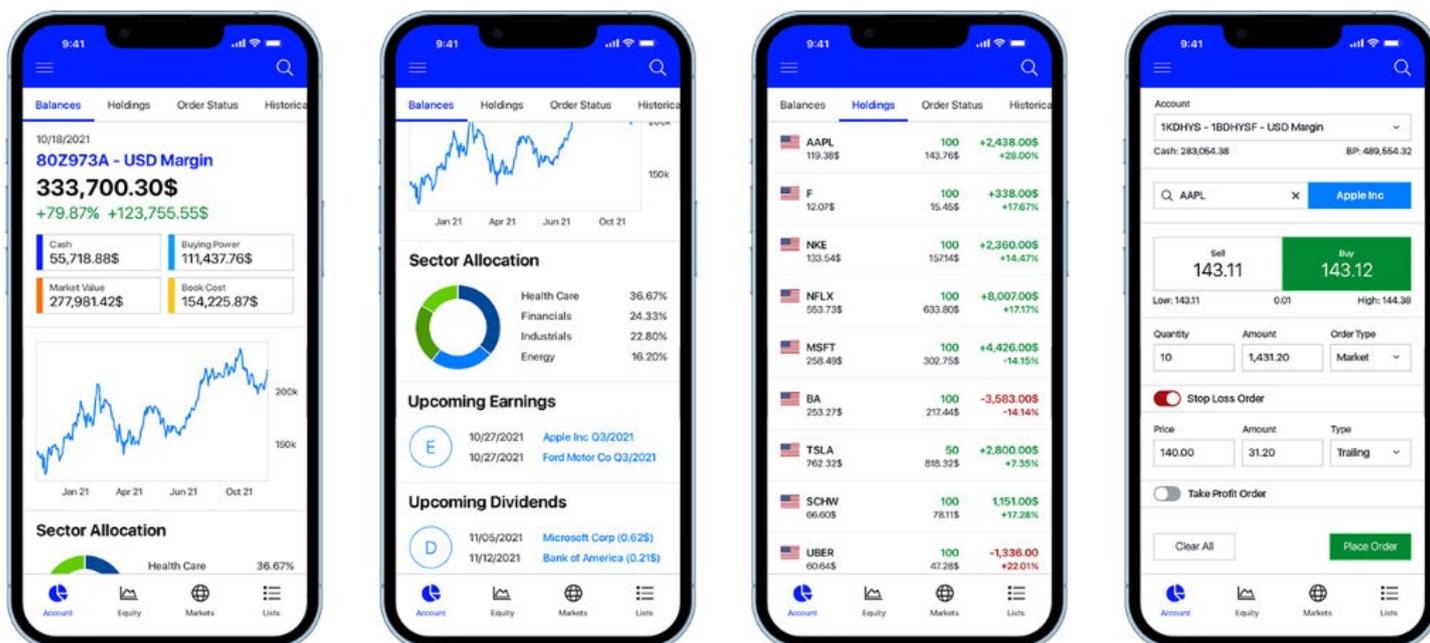
Active Investor offers integrated order management system (OMS) support along with a fully customisable look and feel. The solution delivers the tools needed for optimal analysis and trading:

- Adapts and configures to meet a broad spectrum of local language requirements across regions
- Supports most asset classes and security types
- Offers a full set of option analysis and option trading tools
- Allows the creation of individual custom layouts
- Built with HTML5 technology to allow for a responsive design and seamless integration into your current experiences and apps

Enhanced data and insights

As with all LSEG solutions, Active Investor offers:

- A holistic source of news, events, and commentary
- Access to leading valuation content and advanced analytics
- Macroeconomic and market data insights
- A wide range of data and content, alternative data, and pricing and reference data



Key benefits for investors

- Manage multiple trades and positions on a frequent basis, allowing them to capitalise on market swings and capture arbitrage opportunities
- Use simple workflow tools to create and execute complex equity and option trading strategies
- Keep abreast of breaking news, relevant events, and corporate actions that could potentially impact their portfolio and positions
- Access fundamental and technical metrics that can be used to support and inform accurate asset valuations
- Leverage both specific market and broader economic insights that can be used to contextualise and mitigate risk, whilst simultaneously optimising strategies and the timing of entries and exits of positions
- Assess and analyse security performance to ensure selection of the best investments and, in turn, maximise returns
- Harness the power of superior content such as environmental, social, and governance (ESG), news analytics, and options data to generate new ideas for trades and analysis

