

2021 Market and Reference Data Survey

CONNECTED DATA

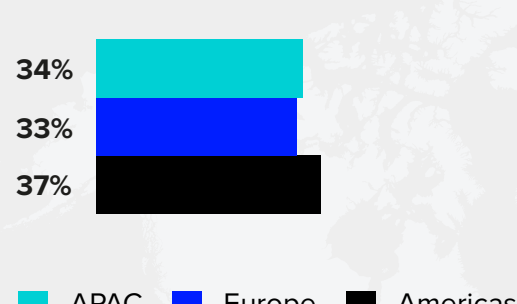
Unlocking Hidden Value Across the Organisation

Market and reference data – and data management tools – could help financial services firms unlock more revenue and increase efficiency. Achieving this goal requires firms to overcome key challenges, however.

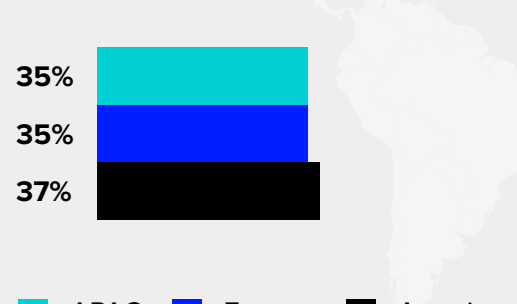
ASSESSING THE POTENTIAL GAP

How much more potential could market and reference data unleash within financial services firms around the globe? Survey respondents clearly believe that having access to the data and data management tools they need could result in significant performance gains.¹

If your entire organisation had access to market and reference data to reach its full potential, how much more **efficiency** do you think you could unlock compared to what it is now?



If your entire organisation had access to market and reference data to reach its full potential, how much more **revenue** do you think you could unlock compared to what it is now?



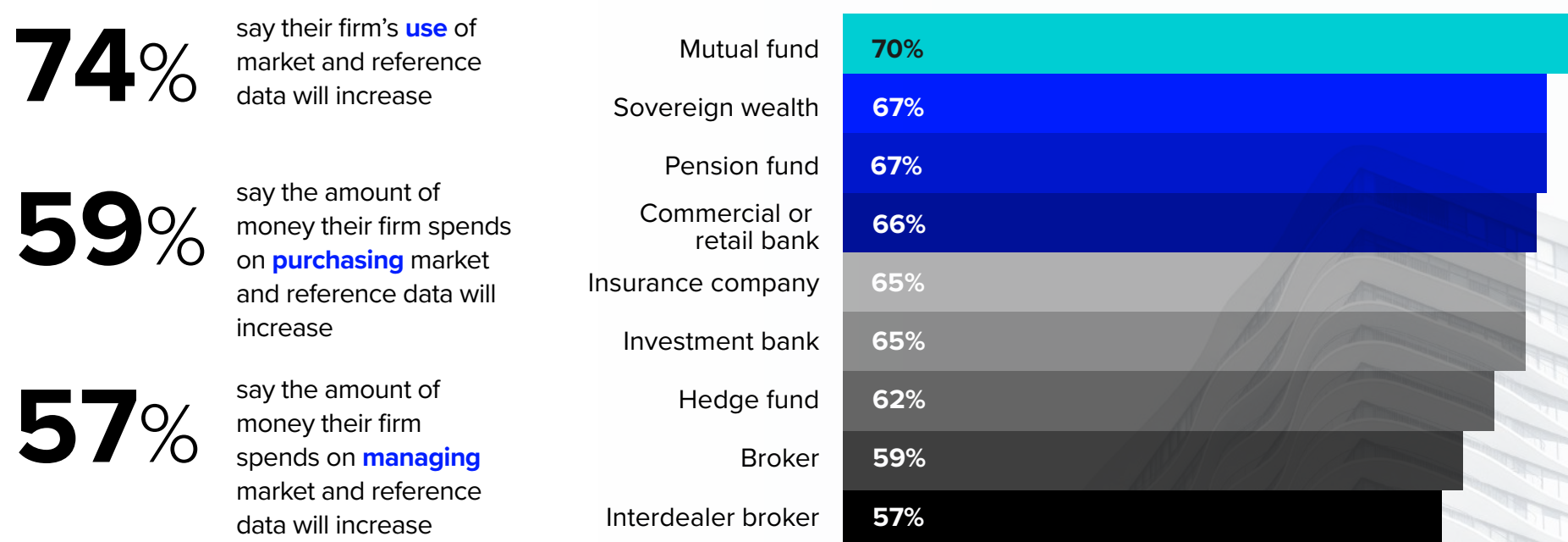
\$1.76 TRILLION

In new **revenue** could be unlocked within the firms of sell-side survey respondents if they had access to market and reference data to meet their full potential

VISUALISING SPENDING TRENDS

Many firms are already increasing their spending on both purchasing and managing market and reference data, because the importance of this data is on the rise, too.²

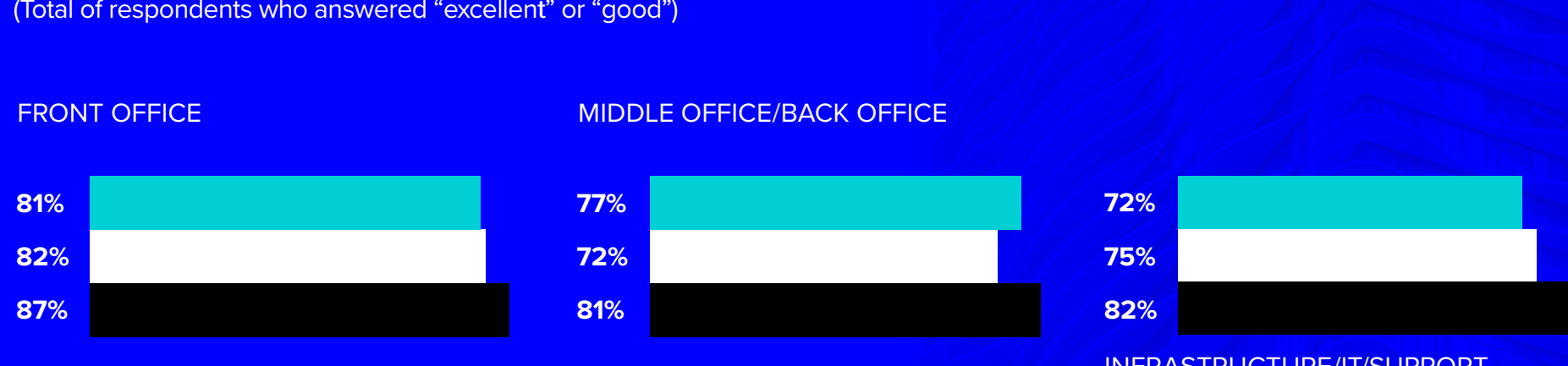
Percentage who say the **importance** of market and reference data will increase for their firms over the next 12 months



CAPTURING RETURN ON INVESTMENT

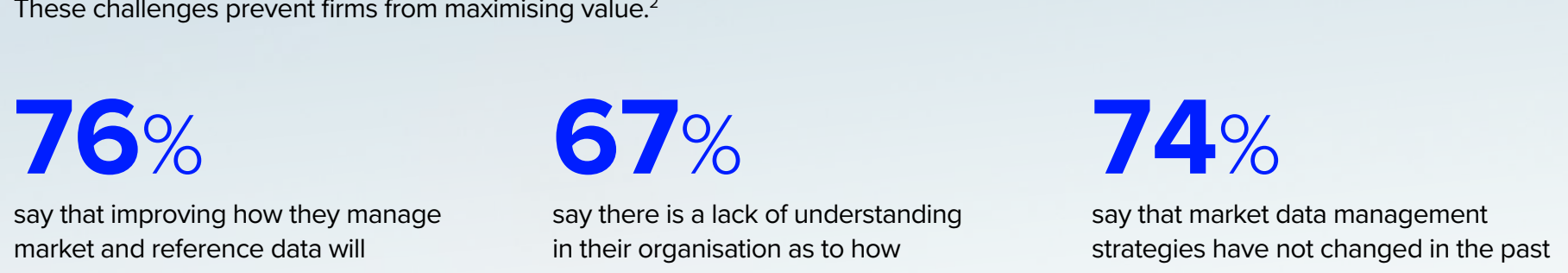
Financial services firms say that the data they purchase delivers strong return on investment (ROI). However, perception of the ability of teams and geographies to deliver ROI can vary.¹

How would you rate your ROI for market and reference data in the following areas? (Total of respondents who answered "excellent" or "good")

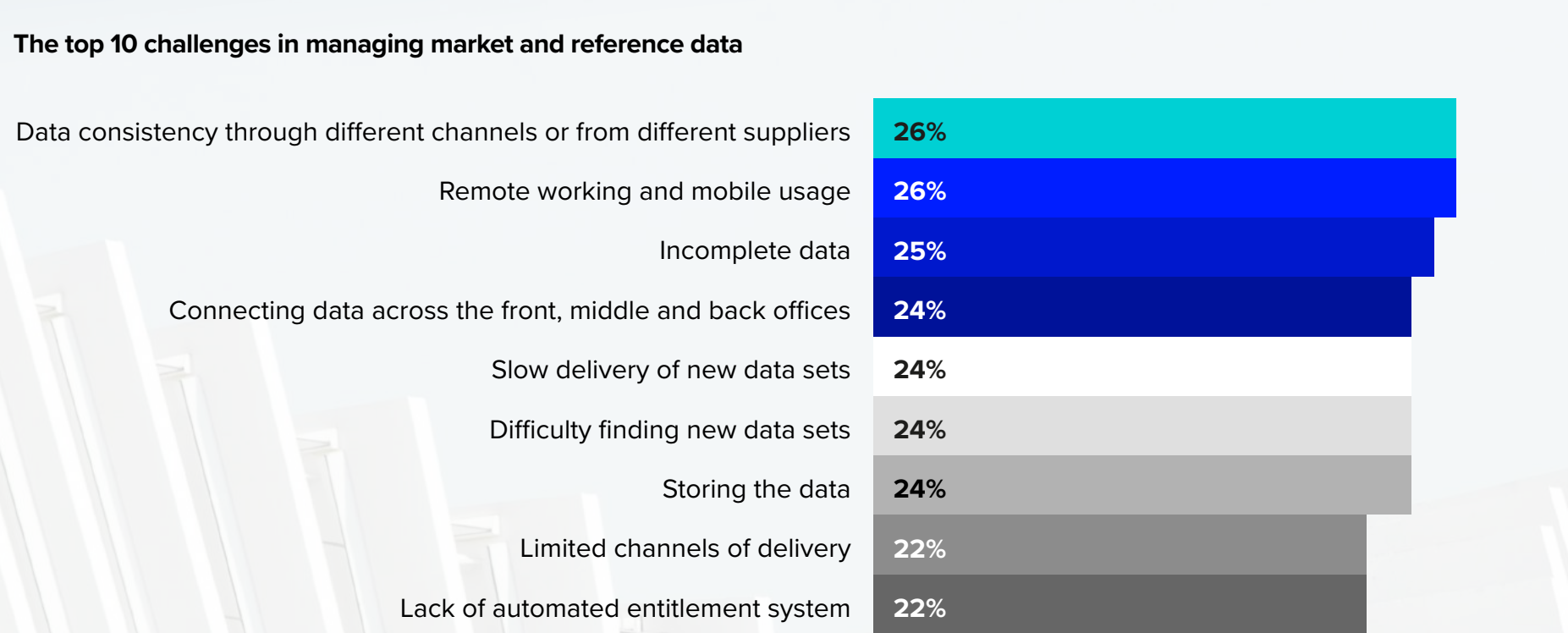


UNDERSTANDING THE CHALLENGES

Financial firms face challenges around data governance, data culture, and finding and managing the data for their use cases. These challenges prevent firms from maximising value.²



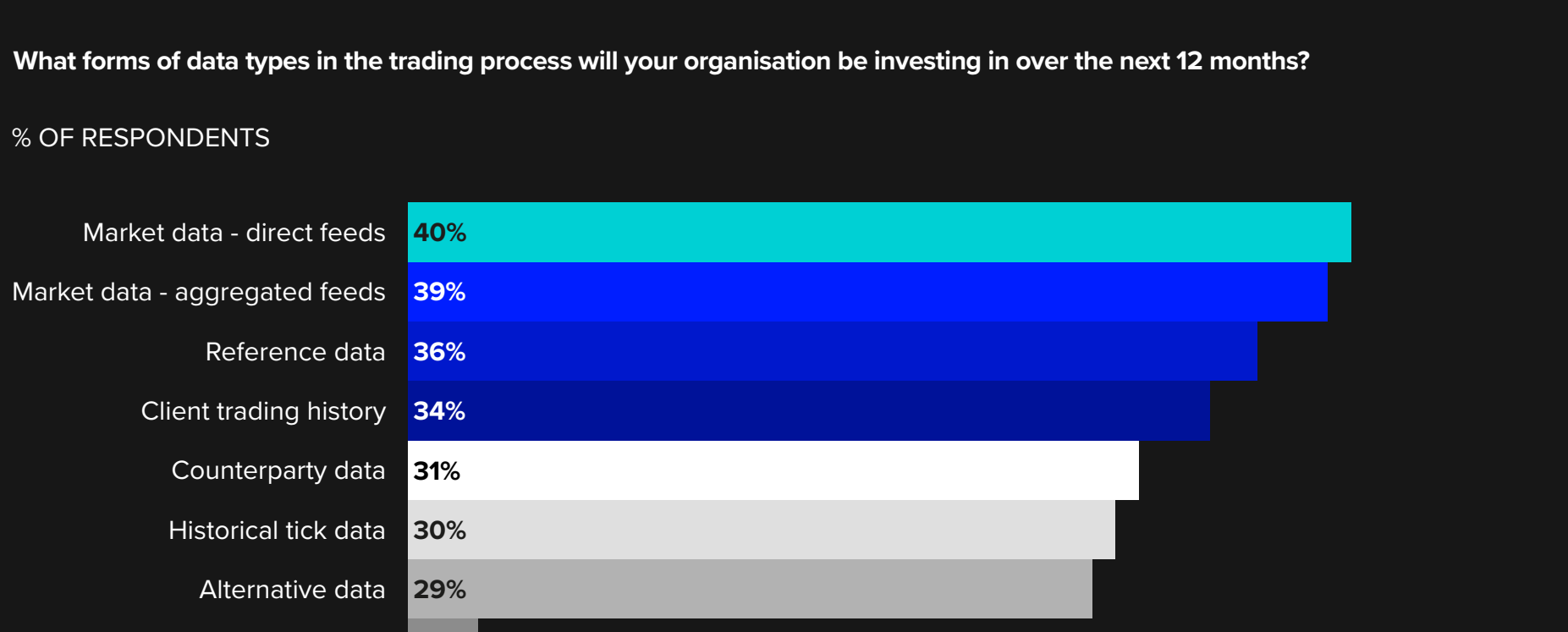
The top 10 challenges in managing market and reference data



UNLOCKING MORE BUSINESS VALUE

Firms are incorporating a number of approaches into their market data strategies to boost the business value they achieve from their data and data management.²

What forms of data types in the trading process will your organisation be investing in over the next 12 months?



ABOUT THE SURVEY

This information is based on research commissioned by Refinitiv that was conducted by an independent third-party in March and April 2021. A total of 1598 employees of financial firms who are knowledgeable of, involved in, or are decision-makers in the operations of the front, middle and back office and/or infrastructure/IT/support completed this survey.

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#ConnectedData

1 Base size: APAC n=500, Europe n=552, Americas n=546
2 Base: n=1,598 buy-side or sell-side employees at global financial institutions who are knowledgeable of, involved in or decision makers in the operations of front office, mid/back office and/or support at their organisations