We are now Refinitiv, formerly the Financial and Risk business of Thomson Reuters. We’ve set a bold course for the future – both ours and yours – and are introducing our new brand to the world.

As our brand migration will be gradual, you will see traces of our past through documentation, videos, and digital platforms.

Thank you for joining us on our brand journey.
Value, Measure and Monetize Research Under MiFID II

Thomson Reuters Sell-Side Research Solutions

With research and execution services becoming unbundled as part of the upcoming MiFID II regulations, already cost-constrained buy-side firms will be required to purchase research and carefully justify expenditures. Thomson Reuters enables you to monetize your research offerings by helping you demonstrate their value, rationalize pricing and manage the challenges of distribution.

Solutions that bring your research to market

MiFID II will require you to offer research to consumers in a transparent, competitive environment. Thomson Reuters has the tools so you can:

- **Manage research entitlements**
  - Manage granular entitlements to the buy-side in an automated manner

- **Prove research readership**
  - Track and assess research readership

- **Measure Research Quality**
  - Evaluate the unbiased performance of your analysts

- **Improve research discovery**
  - Use Thomson Reuters Intelligent tagging to surface the most relevant research

- **Improve user engagement**
  - Link back to your research portal from Thomson Reuters Eikon to offer your customers a bespoke window into your research

- **Prove research readership**
  - Track and assess research readership

- **Manage Research Entitlements**

  We help you manage the administration involved with research.
  
  - The Thomson Reuters Research Management Console is an easy-to-use platform that enables you to control and track requests for research access
  - Visible and digital research watermarking secures authorship

  The Thomson Reuters Entitlement API gives you further control over your research. You can build our entitlement management system directly into your CRM system or a custom-designed entitlement tool. The API provides the opportunity to develop entitlement automation, increased efficiency and cost savings. In addition, for those wanting to enrich the customer experience, we can host your own research portal, and also provide custom design via our partners.

The Research Management Console provides administration and distribution support

- Detailed requests for access to research
- Real-time, proactive entitlement changes
- Easily export results to Excel
- End user-level entitlement capacity
- Detailed information about eligible and entitled users
- Entitle end-user to specific sets of research

The intelligence, technology and human expertise you need to find trusted answers.
Prove, Track and Assess research readership

Knowing how research is consumed by your customers can help you measure its value and relevance. Thomson Reuters provides full customer-usage reporting including details of all research consumed by the research viewer and company to support value assessments.

- More than 30 data points reported for each usage event
- Aggregate reporting by user, company and document
- Industry-standard embargo rules automatically applied

Usage analysis through the Research Management Console
Measure Research Quality

MiFID II will make the buy-side vigilant about the quality of the research it consumes. To help you assess the usability and competitive quality of your research offering, we offer StarMine Monitor. StarMine Monitor was built to enable sell-side research organizations to assess the relative, unbiased performance of their analysts across industries, sectors and overall coverage universes. A sophisticated tool well recognized in the industry, StarMine Monitor evaluates the profitability of buy/sell/hold recommendations and the accuracy of earnings estimates. In addition, it uses a proprietary rating system to provide complete transparency to identify your team’s strengths and weaknesses overall, by industry, and by individual stock, in an objective and standardized way.
**Improve Research Discovery**

With portfolio managers and buy-side analysts buried by hundreds of research reports and notes that arrive daily in their in-boxes, research must be easier to find and use. Thomson Reuters has also developed permanent, globally unique identifiers called “PermIDs” for companies, officers and directors, instruments, funds, investors, deals, and other entities of interest in capital markets. These identifiers power the Thomson Reuters Intelligent Tagging solution. By tagging your research content using our intelligent tagging software, you can enable your buy-side clients to quickly and easily find your research on your research portal. Intelligent tagging:

- Adds a unique identifier enabling extraction and classification of metadata
- Allows search and discoverability via a research portal of themes, subjects, data points, keywords and topics that might otherwise be missed

**Improve User Engagement**

Thomson Reuters can help you offer your customers a bespoke window into your research. The Thomson Reuters Eikon desktop allows sell-side research to be rendered from a link, that you manage. Link based content is tagged and indexed in the same manner as PDF documents, and continues to appear, co-mingled anywhere research is shown on Thomson Reuters products. Wherever research content is served from an external link, customers are notified via visual indicators so that they are aware clicking will take them to your research portal.

**Analyst Awards**

The Thomson Reuters Analyst Awards are recognized as the gold standard in objective measurement of sell-side analyst performance. They measure the performance of analysts based on the returns of their buy/sell recommendation relative to the industry benchmark, and the accuracy of their earnings estimates. They can be used to highlight your credentials to your buy-side customers. For more information go to [analystawards.com](http://analystawards.com).

Thomson Reuters can help you comply with changing research regulations. To learn more, contact your account manager or visit us online at [mifidii.thomsonreuters.com](http://mifidii.thomsonreuters.com)