



Right Size Market Data Services by User Profiling

1. Do the capabilities of display market information services match the user requirements and vice versa?

2. Are the services 'must have' for a variety of user processes or are users merely monitoring markets?

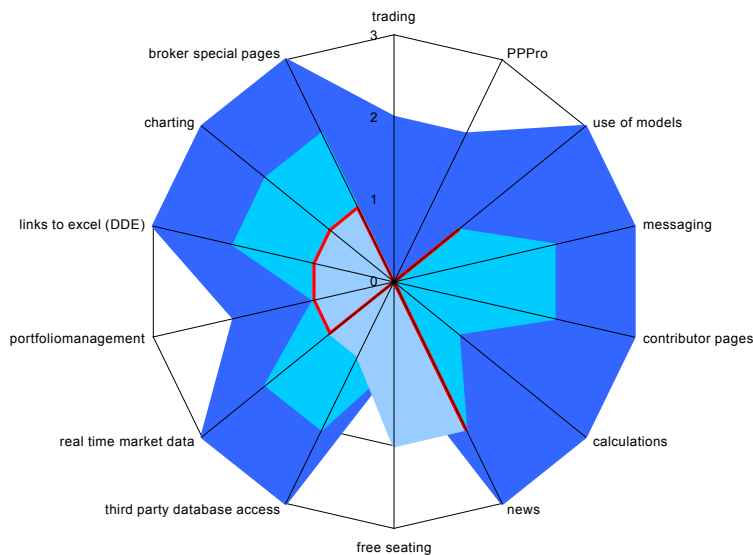
Profiling can help financial institutions controlling market data cost. It should be used as a starting point before vendors are contacted or as a tool to right size the service levels.

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.

Bringing profiling into practise for various clients has made clients aware they were over- serviced. In some cases more than 50% of high tier services users actually did not qualify for the associated service functionality available at their desk. User profiling has been successfully applied at various market data reviews, in many cases resulting in substantial cost reduction.

Functional profile



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

Screen Consultants is the leading independent Market Data & Financial Solutions Specialist for the Financial Services Industry. We assist professional investors with the selection and implementation of the best information systems and technology.

Screen Consultants typically focuses on Trading and Asset Management environments, where we address the complete workflow from front- to back office. We make sure to stay up to date with the latest developments with a special focus on market data services and investment related specialist applications such as portfolio management & banking systems.



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