



BOLT ON MENU

SERVICE	WHAT WE DO?	WHY WE DO THIS?	BENEFITS
Data Inventory	Build a full data inventory of the data	This identifies the source of internal data. Defines the data and its attributes (Timeliness, asset class etc) and records the symbology	You can clearly identify data assets and gaps or issues
Competitor review	Analyse competitor and complementary data sets	Commercial and legal review of other data provider offerings	Understanding what the competitors do well and badly informs the direction your data policy may take
Create marketing literature	Create a Matrix of Data Assets, Dictionary of Data vendor symbology and product marketing sheets	Your clients can find and use your data and understand the benefits of choosing your data	Client penetration and revenue generation. Can be used to create co-branded assets with vendors to increase sales
Product Development	Using our experience and feedback from clients and vendors we can assist with data product development	Launching new products can help you to keep pace with client requirements and appeal to a wider audience	New products, correctly placed will not only generate more revenue they should also enhance your existing data business
Regular reports on exchange and vendor policy, new initiatives and competitor activity	We can ensure that you are up to date on the direction of the data universe	To inform your policy and packaging	To ensure your data policy stays relevant and appropriate
Conference and event attendance and feedback	We will attend the relevant conferences for your data	Market research and feedback and product placement	Marketing of your data and competitor review
Auditing	Review client and vendor usage and reporting to ensure compliance	To ensure that all revenues are correctly received and policies understood	Peace of mind that data usage is correctly reported and revenues received. Any outstanding revenues are collected

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