Are you getting the full value from your market data?

By Shane Dillon, Global Head of Account Management at TraditionData

Key takeaways

- Real value comes from ongoing engagement with your data provider's account management team, not just contract renewals and support tickets.
- Good account managers should understand why you license specific datasets, who uses them, and how those needs evolve over time.
- Data use rarely stays static. New applications, workflow changes, and regulatory shifts mean data licensed for one purpose can become valuable elsewhere in the business.
- Clients get the most out of the relationship by proactively telling their account manager what their teams are trying to achieve, rather than waiting to be asked.

Financial institutions invest significant sums in market data. Purchasing the right data, however, is only the first part of generating value from that investment.

In my experience, while talking with our clients, the institutions that get the greatest value from their data are often those that engage most closely with the teams behind the data. That relationship should extend well beyond contract renewals and support requests.

What is important to me is that good account managers understand why their clients' license particular datasets, where that data is used, which teams depend on it, how those requirements are changing and what we can do to help.

This matters because the way clients consume market data rarely remains static. Institutions introduce new applications and delivery methods. Trading and risk workflows change. Regulatory requirements emerge. Data originally acquired for one purpose may subsequently have value across other parts of the organisation.

Regular account management engagement gives our clients an opportunity to review how their data is being used, learn from approaches that we have seen work elsewhere and get practical help adapting to those changes.

At TraditionData, my focus is to ensure that our account management team brings together the people needed to support those conversations, from our product and analytical specialists to licensing and delivery experts. Our objective is simple: to help clients get the greatest possible return from the data they already license, while identifying where their requirements may have changed.

Sometimes that means introducing existing licensed data to additional internal users. It might mean reviewing delivery methods, arranging product training, discussing licensing requirements or identifying content that is no longer relevant. The important point is that these conversations should happen throughout the relationship, not simply when a contract approaches renewal.

I increasingly see account management as the connection between a client's business strategy and the capabilities available from their data provider. My advice to clients is therefore straightforward: **use your account manager**. Tell us what your teams are trying to achieve, where your requirements are changing and where you think you could be getting more from your data.

The better we understand your business, the more useful we can be.

This article is written by

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