

MARKET DATA GURU ENGAGEMENT CASE STUDIES

015 COMMERCIAL BANK HEADQUARTERED IN CHINA

This case study covers the data management and market data spend advisory services provided to a commercial bank headquartered in China , which covered the following areas:

- Securities brokerage and treasury markets trading and research
- Treasury services, corporate finance, legal and business management
- A subsidiary of one of China's largest Banks which conducts Hong Kong retail broking, global foreign exchange and fixed income trading on behalf of institutional and corporate clients Hong Kong and China
- Asset Classes: Equities, Fixed Income, Foreign Exchange, and Money Markets
- Project location, Hong Kong (Onsite)

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1 HIGH LEVEL PROJECT SUMMARY

- Create a market data asset inventory of services subscriptions, mapped to contracts and licences
- Provide a detailed analysis of business market data requirements benchmarked against actual utilisation
- Assess cost effectiveness and identify ongoing strategies to align market data services with business requirements
- Identify duplicated and unnecessary expenditure
- Review data compliance and policies
- Review tools for administration of market data

2 THE ANALYSIS

- Provided studies and analysis of business requirements for market data
- This was conducted at the corporate, cost centre, and user levels
- Review and detailed assessment of the client's business market data requirements and real world data utilisation
- This included surveying end users and providing detailed market data workflow analysis
- Business areas located in the dealing room, research, management, legal users of market data services
- Reviewed compliance management, procedures, processes and effectiveness
- Conducted a detailed comparative analysis of market data utilisation versus dollar value at the corporate, business, and user levels
- Analysis of utilisation encompassed functionality and dependencies, i.e. risk, compliance, and applications

3 ACHIEVEMENTS

- Identified **27%** cost savings on incumbent market data services
- Defined strategies and assessment of market data utilisation to reduce expenditure
- Created a market data asset inventory mapping cost of services directly to business centres and individual users
- Streamlined overlapping and duplicated services in the retail brokerage, treasury and research departments
- Put forward new policies for data sourcing, compliance management
- Recommended new market data management tools, policies for vendor contact, and proposed centralised administrative processes