

# GLOBAL ACCESS

## The Smart Solution for Reducing Costs and Increasing Revenue

NASDAQ OMX® Global Access offers select content owners the opportunity to sell their data through one of the largest and most successful data distribution organizations in the world, NASDAQ OMX Global Data Products. By leveraging the sales, administrative, technical and brand strength of NASDAQ OMX, Global Access provides customers **Turn-Key Access to a Premier Data Business**.

## OVERVIEW

### Enhance your existing operations

Developing a successful data products business can be difficult, time-consuming and expensive. Rather than exhausting internal resources or building new infrastructure, leverage our sales, administration, development and brand resources to maximize revenue and further your business.

Global Data Products' established customer networks, processes, brand recognition and distribution channels provide Global Access customers the opportunity to utilize our wide range of development, advisory and technology expertise to meet their firm's unique business goals.



**Pick and Choose the Services Most Beneficial to Your Revenue Growth or Cost-Saving Initiatives**

## SALES AND MARKETING



Extend the reach of your sales staff with the NASDAQ OMX Global Data Products sales and marketing teams who can develop effective campaigns to support your business.

### Benefits

- > Drive revenue growth
- > Expand your sales team
- > Gain global exposure
- > Customize products and pricing
- > Save costs with bundled customer outreach

## OPERATIONAL MANAGEMENT



Benefit from economies-of-scale and reduce your administrative burden by accessing our established market data operations and administrative processes.

### Benefits

- > Improve customer relations through our standard-setting Global Data Agreement & Policies
- > Increase revenue by ensuring proper & timely usage reporting
- > Re-prioritize focus on sales efforts, not administration

“Our index families represent 98% of the global and U.S. equity market. Needless to say, when considering an index data dissemination service, we needed a partner with the same level of expertise, integrity and far-reaching distribution. NASDAQ OMX was a natural choice with reliable technology, quick time-to-market and skilled product, sales and operational teams. More importantly, we share a common mission –to empower investors through widespread, transparent data delivery.”

Sara Wilson, *Regional Director for third-party Index Partners, Russell Investments*

## COMPLIANCE/AUDIT SERVICES



Market data is a valuable commodity and we strongly believe in helping customers achieve successful data distribution and capturing the revenue associated with it.

### Benefits

- > Third-party audit to objectively identify reporting errors for revenue retention
- > Creation of best practices for ongoing compliance
- > Internal policy guidance
- > Promotes strong customer relationships

## PRODUCT DEVELOPMENT



Capitalize on our product and transitional management expertise to build new or enhance current products to gain wider visibility for your current and future product offerings.

### Benefits

- > Respond efficiently to increased competition
- > Maximize revenue by enhancing existing products
- > Develop innovative products
- > Build broader product visibility and awareness

## DATA DISTRIBUTION



Market data is essential for financial professionals of all levels. Leverage our award winning tools and resources to ensure your data is broadly disseminated. Access customers directly through NASDAQ OMX or indirectly through our trusted vendors.

### Benefits

- > Lower development costs by employing existing framework
- > Access new geographic regions and customer segments
- > Ensure data is broadly disseminated to its target audience

## MARKET INTELLIGENCE



Market intelligence is the cornerstone of the successful roll-out of any market data initiative and is available as an add-on to our other services.

### Benefits

- > Receive detailed recommendations tailored to meet your specific needs
- > Uncover growth opportunities with market data industry trend analysis
- > Helps you incorporate best practices and develop new strategies

### More Information

To learn more about the Global Access program, contact NASDAQ OMX Global Data Products at **+1 301 978 5307** or [datasales@nasdaqomx.com](mailto:datasales@nasdaqomx.com).