

Data enlightenment

SIX Financial Information

A way to analyse gathered information about
customer data usage

Customer Wishes

SIX wishes

- Gather usage information about customer data
- Improve enrichment of data feed
- Increase value of delivered data

SIX customer wishes

- More individual and specific data feed
- Overview about SIX product usage
- Improve workflow efficiency

Fulfilling Customer Needs

Through analysis of data usage, SIX Financial Information will be able to

- improve the quality of the delivered service
- possibly reduce infrastructure load by individual selection of data to feed

SIX customers can profit of this analysis

- through workflow-engaged and -engaging feed improvement
- by getting a SIX product usage overview themselves

Strengths and Weaknesses

// here starts the hypothetical part

- ⊕ Granular data analysis
- ⊕ Strictly based on individual customer usage
- ⊕ Simple approach

- ⊖ No complex data analysis, e.g. “probability of requesting company actions after viewing plain market data depends on clients value expectations related to actual value”

Next Steps of Action

- Bring the prototype to an alpha draft
- Discuss implications with customers
- Evaluate other approaches, e.g. more complex data analysis
- Think about how to use gathered data to actually improve feed quality