Making a market data platform user agnostic involves designing it in a way that it can be effectively used by a diverse range of users with varying levels of expertise and from different functional areas within the organization. Here are several strategies to achieve this:

1. **Intuitive User Interface (UI)**: Design an interface that is easy to navigate for all users, regardless of their technical skills. Use familiar layouts and interactive elements to make the platform accessible.
2. **Customizable Dashboards**: Allow users to customize dashboards and data displays according to their specific needs and preferences. This customization can help users from different departments find what they need quickly.
3. **Role-Based Access Control (RBAC)**: Implement role-based access to ensure that users see only the data and functionalities relevant to their roles. This not only simplifies the user experience but also enhances data security.
4. **Comprehensive Documentation and Training**: Provide detailed user guides, FAQs, and training sessions that cater to different user groups. Online tutorials and responsive customer support can also help in resolving user queries efficiently.
5. **Adaptive Features**: Incorporate features that adapt to user behavior and preferences. Machine learning algorithms can be used to analyze how different users interact with the platform and suggest or automate actions accordingly.
6. **Data Visualization Tools**: Provide a range of visualization tools that can help users from non-technical backgrounds understand complex data easily. These tools can include charts, graphs, and heat maps.

complete end-to-end data management, from acquisition, normalisation and consolidation, to cleansing, validation and distribution

This process produces centralised “gold copy” data that complies with your data policy for all data types and all asset classes.

**DATA LINEAGE AND DATA AUDIT**

All data management processes are controlled by fully configurable rules and workflows. The system comes with a wide range of pre-configured rules and parameters for common tasks or new ones can be created to suit a specific requirement.

Full data lineage is provided through the end-user interface as drill-down screens attached to each data point. All changes to data, validation rules and processes are audited

Extensive process audit makes it easy to track backwards to discover how a gold copy data value was created i.e. what sources were used and what rules were applied, including any manual adjustment of data.

