

# The Evolution of Market Data Desktop Technology

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## Executive Summary:

The pace of change in both the financial markets and the development of the technology underpinning them has increased exponentially since the introduction of the first market data delivery systems several decades ago.

Greenwich Associates conducted a study of buy-side professionals (largely traders and portfolio managers) to:

- Assess their satisfaction with the functionality of market data desktop tools
- Examine how they interact with these tools
- Gain insight into how users expect to access market data in the future

The study results reveal the markets are moving toward yet another wave of innovation and technological change with mobile technology in the driver's seat. They also indicate key areas where market data desktop technology users can expect providers to offer new solutions and improvements to meet user needs.

## Methodology:

Greenwich Associates conducted an online study of 121 buy-side professionals averaging 15 years of experience and employed in key global regions: Asia, Australia, China, Continental Europe, Japan, North America and the United Kingdom.

Participants described their main asset class focuses as fixed income (60%) and equities (30%) with the remainder either in FX, alternatives, derivatives, or cross-asset.

Our suite of analytics and insights encompass all key performance metrics and drivers: market share, revenue performance, client relationship share and quality, operational excellence, return on equity, behavioral drivers, and industry evolution.

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