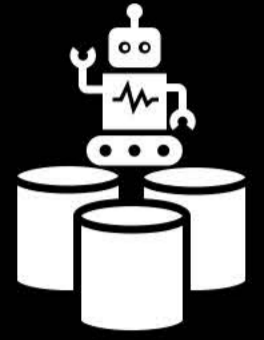


FIVE KEY REASONS TO INVEST IN A SMART DATA FABRIC

1

**BUILDING THE DATA
FOUNDATION FOR NEXT-
GENERATION INITIATIVES**

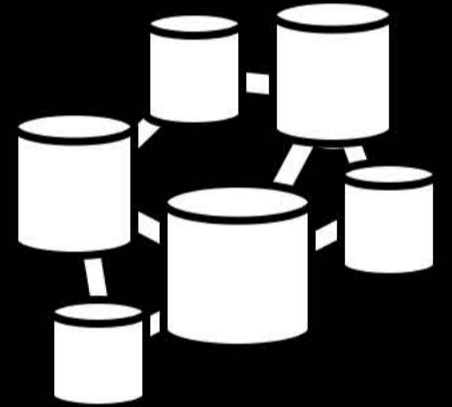


**ENABLING A FIRM TO ADAPT
TO VOLATILE MARKETS VIA
REAL-TIME ANALYTICS**

2

3

**CONNECTING AND HARMONISING
DATA ON DEMAND FROM ACROSS
A FIRM'S MANY SILOS**



**KEEPING FIRMS OUT OF THE
REGULATORY HOT SEAT BY
ENSURING HIGH DATA QUALITY**

4

5

**PROVIDING ACCURATE AND REAL-
TIME INSIGHTS AND NEW
INNOVATIVE SERVICES TO KEEP
AHEAD OF THE COMPETITION**

