

The London Stock Exchange adapts to a changing world with help from the Financial Times

ft.com/group



The challenge

Keep abreast of a constantly changing industry and a rapidly developing regulatory landscape.

The solution

Access to the FT's high quality news and analysis on the markets in which the Group operates and a range of real-time email alerts.

The benefits

The FT has helped the Group to promptly react and respond to industry developments and save time.



Whether I'm meeting clients in Moscow or talking to new companies in Astana, I need to keep up to speed with what's going on, locally and globally. FT.com means I can be confident of accessing timely, relevant and reliable news wherever I am that day.



Jon Edwards

Business Development Manager for Russia and the CIS, London Stock Exchange

Market and regulatory change

London Stock Exchange Group is Europe's leading diversified exchange business, incorporating London Stock Exchange, Borsa Italiana, MTS and Turquoise.

Headquartered in London with significant operations in Italy and Sri Lanka, the Group offers international business unrivalled access to Europe's capital markets. In addition, the Group provides high performance technology solutions to exchanges, depositories, brokerages and regulatory bodies in the United States, Europe, Africa and the Asia-Pacific region.

The Group operates in a rapidly evolving economic, competitive and regulatory environment. The exchange industry is undergoing significant and continual change, at both domestic and international levels.

A client-centred business

During 2009 and 2010, the Group developed its corporate strategy to respond to such an environment, and focussed on diversifying its business, aligning its interests with those of its customers and exploring new partnership opportunities across the globe.

To facilitate effective decision-making, the company recognised the need for high quality market information and intelligence. Its workforce has to keep on top of market developments as and when they occur, and the breadth and diversity of its client base means each employee needs to keep informed about emerging trends and issues across a range of sectors.

FT intelligence

The Financial Times was identified by the Group as an important source of information to meet these requirements.

With over 600 journalists around the world, the FT validates and distils information from hundreds of sources to deliver accurate news and analysis on global business, finance and politics. It also has a section, the FT Trading Room, dedicated to the global exchange industry.

As part of an FT Group Subscription, access to FT.com was provided to a specified group of users in the company. Users receive unlimited access to FT journalism, including blogs, videos and interactive graphics, and a full range of online alerting tools.



Our FT Group Subscription helps us meet the challenge of operating in today's fast moving environment by giving people content to help them make quick, informed decisions.



Jonny Blostone

Press Officer, London Stock Exchange Group



“I’ve found the FT Group Subscription both flexible and easy to use,” said Jonny Blostone, Press Officer at London Stock Exchange Group. “FT.com is simple to access and it is straightforward to add users, track who has access and manage our subscription.”

A business development tool

The Group’s international business development team promotes the benefits of a London listing to companies abroad. When travelling and meeting prospective clients, having a firm grasp of current news and ongoing issues affecting that region is essential.

The team uses FT.com to access high quality realtime news on global trading and technology.

As Jon Edwards, Business Development Manager for Russia and the CIS at the London Stock Exchange, explained: “Whether I’m meeting clients in Moscow, talking to new companies in Astana, or speaking at a conference in Mongolia, I need to keep up to speed with what’s going on, locally and globally. FT.com means I can be confident of accessing timely, relevant and reliable news wherever I am that day.”

FT.com is proving crucial in terms of the breadth of coverage, depth of analysis and access it has to leading industry figures. Users have made extensive use of the FT.com email alerts and the ‘Alphaville 6am Cut’ has been cited as particularly valuable.

Strategic information

The FT is used as a source of news and analysis for people across the business, from software developers to senior executives developing the Group’s corporate strategy.

FT.com plays an important informative role in keeping the management team informed about external market influences such as politics, regulation, technological innovation and macroeconomic trends.

By identifying and providing advance warning of emerging issues, the FT has helped the business respond quickly and take advantage of the opportunities available.

The dynamic nature of the market intelligence on FT.com has also proved valuable in enabling executives to adapt and react effectively in fast moving situations.

Relevant content

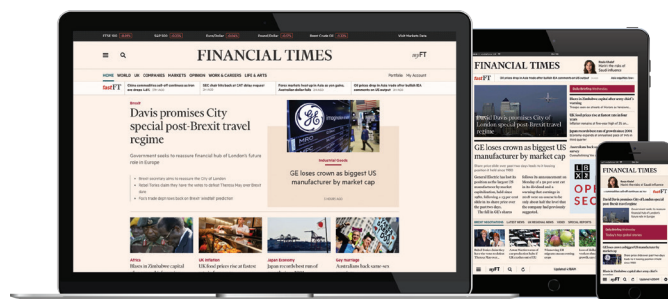
One section of FT.com, the FT Trading Room, is used heavily by the Group to keep up to date on developments in the industry.

Edited by Jeremy Grant, the FT Trading Room is all about one thing: market structures. It’s a dry-sounding phrase but it encompasses one of the most dynamic and important parts of the financial world that it likely to affect banks, brokers, exchanges, clearing houses, settlement systems, asset managers and the ordinary investing public for years to come. The site is an ideal news and analysis section for the purposes of London Stock Exchange Group.

It focuses entirely on the industry in which the Group operates, and gives a detailed, user friendly breakdown of highly relevant news content, including the Group’s customers, partners, competitors and the wider developments in the technology, post trade and regulatory arenas.

Monitoring the FT Trading Room has become critical for the business on any given day. It saves the business time by consolidating global industry news into one, easily accessible place and helps keep staff well informed.

Blostone concludes: “Our FT Group Subscription helps us meet the challenge of operating in today’s fast-moving environment by giving people content to help them make quick, informed decisions.”





About the Financial Times

An FT Group Subscription extracts the intelligence that's relevant to your business and delivers it via the media and technologies that suit you best, saving you time and keeping you informed on what matters.

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