Market pressures

The proliferation of digital content means that organisations are increasingly faced with the challenge of finding, processing and delivering relevant information to the people and business applications that need it. In this environment, the quality of your decision-making depends both on the quality of your data sources and the method they’re delivered.

The value of FT market intelligence

With over 125 years as one of the world’s leading news and information organisations, the FT is recognised for its authority, integrity and accuracy.

With over 600 journalists across the globe, it provides proprietary international business news, economic analysis, and company information, to improve decision-making worldwide. We recognise that organisations want to source this information in a variety of ways and increasingly leverage digital solutions.

FT Integrated Solutions

FT Integrated Solutions allow you to better exploit and monetize the value of FT intelligence, by ensuring the right information gets to those who need it, far more quickly. We do this by feeding full-text FT articles directly into your workflows through our API. From CRM and market abuse monitoring systems, to intranets and trading platforms, build custom solutions to power your business.

FT metadata contains, but is not limited to, the names of 75,000+ organisations and 132,000+ people, helping you identify the connections between the stories, organisations, people and events we write about, providing even deeper insight to inform your business decisions.

Bringing value to your business

- **Extract more value from the FT** – Datamine full-text FT articles and access a 6 year archive for more complex predictive data modelling.
- **Improve commercial awareness** – Align FT articles, company citations and sectors to internal customer accounts, to keep your sales and CRM teams informed.
- **Drive productivity** – Integrate FT journalism with internal workflows and business applications to increase employee engagement.
- **Increase platform engagement** – Display full text FT journalism within your organisation’s own environment.
- **Easy implementation** – The FT’s RESTful API, in JSON format, can be easily deployed according to your needs and our product specialists will be on hand to provide advice.
Wealth management
Relevant news and insights are delivered through your core banking system, so that advisors can provide a better active service to clients and make informed investment decisions.

Corporates
Ensure return on your investment in CRM systems and learning & development initiatives by engaging your employees with relevant FT journalism integrated into your workflows.

Risk and compliance
Better protect your reputation and comply with investment policies and restrictions by integrating relevant FT news into post-trade workflows.

Trading
Gain a competitive edge through timely access to original and reliable FT news and analysis, with bespoke solutions using an advanced http: Push API within your trading and investment management systems.

Find out more
Join other leading firms using FT Integrated Solutions to their advantage.

Contact us at enterprise.ft.com/integratedsolutions

Or call us on:
44 (0) 207 873 4001
1 877 843 3399 (US toll free)