Get a wider perspective on business
FT corporate subscriptions. Equip your business for the new knowledge economy.

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Faster and better decision-making

Facing economic uncertainty and intense competition, many organisations recognise that the quality and speed of their decision-making depends in part on the quality of the information sources they rely on.

But the sheer volume of data available often makes it hard for knowledge workers to determine what is relevant and reliable.

That’s where the Financial Times comes in.

The Financial Times employs 600 journalists to do a daily global information search, filter out the noise and add insight – giving senior decision-makers a concise report on what matters.

Our corporate service helps our clients to be more productive.

We extract the intelligence that’s relevant to your business and deliver it using the technologies that suit you best. Millions of people now access our journalism via FT.com, mobile phones, iPads, media monitoring agencies and news aggregation platforms.

An FT corporate licence is also the most cost-effective way for your business to access the FT, and it saves you time searching for the information you need to make better, more informed decisions.

World-class news and analysis customised to your business. Equip your business for the new knowledge economy.

“The FT offers breaking news and analysis of the most important stories in business, finance and politics from around the world”

Lionel Barber, Editor, Financial Times
In today’s fast paced world, businesses are using the FT to stay one step ahead.

The Financial Times offers trusted news and insight that helps the world’s business people to anticipate market shifts, avoid risks, spot opportunities and make the right decisions.

Our in-depth coverage of international news is objectively reported and analysed from an independent, global perspective.

Through our worldwide network of correspondents, we identify and prioritise the global news that our customers need to know about. So they get a fuller perspective of the trends and issues likely to impact their organisations.

We place a very high premium on the accuracy and authority of what we write. By leveraging our access to influential decision-makers, we ensure every news report is directly sourced. Our users trust the FT, so they don’t spend time having to validate what they read.

We also put the news into context and, with expert analysis, help our users to fully appreciate its implications.

“The FT is a catalyst to conversations, it can act as a spark. We look for potential connections when reading a story in the FT and then discuss with colleagues and clients to see what might come from that. And the market insight and market knowledge in the FT is superb.”

Paul Lewis, Partner, Capital Markets Practice at Linklaters

Corporate Subscription Features

- **World**: comprehensive coverage of the political, economic and social forces shaping world business
- **Companies**: up-to-date reports on your industry sector, customers and competition
- **Markets**: breaking stories and news from the global financial markets
- **Comment & analysis**: meaningful insight and analysis from award-winning columnists
- **In-depth**: detailed, independent research on key topics, countries and industries
- **Opinion**: instant and real-time discussion of the day’s top stories as they happen
- **Financial data**: data on companies and markets, including charts and research tools
A choice of platforms

The Financial Times is much more than a salmon coloured newspaper.

As a global multimedia organisation, our customers now access FT journalism using a wide variety of platforms, including FT.com, mobile devices, media monitoring agencies and news aggregators.

Our multiplatform licensing approach lets you decide how FT content is delivered to your team, department or enterprise.

We work with the industry’s leading organisations to integrate FT content into the workflow solutions that best meet your requirements. So users can receive alerts and undertake research across multiple sources of information.

With a corporate licence, customers pay once for the right to access FT information and then access it via multiple platforms. We view newsprint as simply another platform.

Our authorised technology partners are listed online at www.ft.com/corporate.

“Mobile access is no longer optional in today’s business environment. Clients come to us for innovative, cutting edge solutions and FT mobility gives us access to FT analysis on what is behind the headlines. This helps us give current and insightful advice to our clients.”

Satoru Murase, a Bingham Partner and Co-Head of the Japanese Practice/ Tokyo Office, Bingham McCutchen

Corporate Subscription Features

- **News aggregation platforms**
  have the FT as a trusted business source on more than 30 technology solutions

- **FT Press Cuttings**
  view PDFs of FT articles via FT.com or your media monitoring service

- **FT.com**
  a full multi-media experience with blogs, videos, podcasts and interactive graphics

- **FT Mobile**
  track breaking stories from your mobile phone, iPad or tablet

- **Newspaper**
  five print editions of the Financial Times, available as an optional extra

- **ePaper**
  read an exact digital replica of the FT newspaper, complete with ‘turning pages’
Quick and easy access to information gives businesses a real advantage.

Which is why the Financial Times offers a full range of services and tools to help you find relevant, high value intelligence when you need it.

We continue to invest in precise indexing processes and improved taxonomies. Our journalists categorise and label articles as they are published, so searches deliver accurate, pertinent information.

We offer specific tools to help our corporate customers deploy and manage their FT.com subscriptions: IP authentication is used to provide an easy, personalised registration process on FT.com; our email alerts are customised to suit your business; and FT news can be integrated into intranets or portals using RSS feeds.

Corporate customers are also supported by an account manager and a dedicated team to implement your service, answer questions, provide technical help and deliver training.

Corporate Subscription Features

- **Email alerts**
  as part of your corporate service, you can set up tailored daily alerts to track the markets, companies and topics most important to your business

- **Search**
  use our eight year archive to find relevant results quickly, sorted by date, relevancy and topic

- **RSS feeds**
  use continuously updated news feeds to integrate FT information into intranets or applications

- **Administration tools**
  view a list of users within your subscription, add and remove users and send password reminders

- **Support**
  corporate support team for technical queries and training

- **Reprints**
  as an optional extra, customers can reprint FT articles for use in PR and marketing campaigns

“I’ve found the FT corporate service both flexible and easy to use... FT.com is simple to access and it is straightforward to add users, track who has access and manage our subscription.”

Jonny Blostone, Press Officer at London Stock Exchange Group
Flexible licensing to suit your business

An FT corporate licence is the most cost effective and flexible way for your business to access FT business intelligence.

Our subscription model prices according to demand. On FT.com, users can read eight articles per month for free, as long as they register. After eight articles, users are invited to subscribe.

We license organisations using the same approach. The FT works with customers to identify the number of people or ‘core readers’ in an organisation that require frequent use of FT content. The price of a licence is based on the number of core readers.

However, depending on the number and percentage of core readers in an organisation, we also provide access for a wider group requiring occasional use of FT content.

With all corporate licences, our readers pay once for the right to access our journalism and then access it via multiple platforms.

“Martin Wolf’s weekly column alone is worth paying for a Financial Times subscription.”

Columbia Journalism Review

Corporate Subscription Features

- **Flexible licensing**
  a range of licence options for your team, department or enterprise

- **Volume discounts**
  a pricing rate card with discounts for multiple users

- **Pricing by user**
  the price per user is the same irrespective of the number of platforms used to access FT content

- **Online sign up**
  a convenient way to purchase FT.com only subscriptions for up to nine users at a time

- **Newspaper & digital**
  consolidate purchasing into a single contract to cover both digital access and printed copies of the newspaper
Over 2,300 organisations around the world benefit from an FT corporate licence, using the FT to save time, boost productivity and improve decision-making.

Whatever your industry sector or job role, the FT’s corporate service delivers the insight on your markets, customers and competitors to help you and your organisation gain a competitive edge.

**Why an FT Corporate Subscription?**

- **For senior management**
  track industry and economic developments, formulate a ‘big picture’ view and hear about the latest management practices to help shape your business strategy

- **For client facing professionals**
  learn more about your clients and their industry sectors, so you can more effectively identify new opportunities and build better client relationships

- **For government policymakers**
  get an international perspective of global and domestic news, plus insight and ideas from expert columnists, to inform policy decision-making

- **For financial professionals**
  use the FT’s in-depth coverage of international finance to identify emerging risks and opportunities, and better anticipate changes and trends across different markets and financial disciplines

- **For knowledge and learning**
  deliver tailored, high quality information to varied user groups with easy integration of FT content into your company’s information systems and L&D programmes

“Providing our users with access to the FT is a key step to improving the efficiency of our decision-making. When you consider the huge volume of documents available, the FT is a quick way to understand what's really happening and we believe that the FT gives us a competitive edge.”

Michel Bernardini, Project Manager, BNP Paribas

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**Becoming a client**

To find out how the Financial Times can help your company get ahead:

email ftsales.support@ft.com

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or visit www.ft.com/corporate