

INTRODUCING DATAGUM'S EXCHANGE BENCHMARKING SERVICE (DGEB)

CLOSING THE DIVIDE

Bridging the gap between consumer and exchange while driving sustainable growth.

What is DGEB?

With the growing complexity of regulations and the rapid advances in technology driving changes in data consumption, exchanges are faced with significant challenges on top of their business-as-usual (BAU) activities. It is becoming increasingly difficult to keep policies and pricing models relevant in today's rapidly evolving market data landscape.

In response to consistent feedback, Datagum listened and developed a unique core service: **comprehensive exchange policy review and benchmarking**. This service not only aligns policies with industry standards but also focuses on bridging the critical gap between exchanges and their consumers.

Why we are unique

We are committed to establishing policies based on simplicity.

Our rapidly growing team has years of experience working in banks, hedge funds, investments houses, CFD/SB's and data providers enabling us to shape policies in the right direction for everyone.



Unlike one-off services, Datagum provides ongoing policy support, with regular reviews and maintenance to adapt to evolving needs.

How we help

Datagum provides comprehensive reviews and strategic optimisation of critical exchange policies areas. We:

Analyse Essential Policies



Including non-display, audit, private investor, and unit of count, as well as emerging areas like AI and its subsets.

Deliver Actionable Recommendations



Provide data-driven insights to improve policy effectiveness.

Facilitate Implementation



Guide and support the execution of recommended changes

Provide Ongoing Support



Ensure policies and pricing remain current and competitive.

What DGEB Delivers



Benchmark your policies against industry best practices.



Free up internal resources



Simplify complex policies for clarity and efficiency.



Consultancy focused on the review of internal processes, including dedicated sessions with the licensing, market data teams.



Develop a technology support roadmap for future growth.



Ongoing policy management.

Our DGEB Services

Choose the Right Level of Insight for Your Exchange

Benchmarking

One-Off Comprehensive Review:

- A single, in-depth analysis of all policies, agreements and pricing schedules

Annual Benchmarking

Annual Comprehensive Review & Monitoring:

- A single, in-depth analysis of all policies, agreements and pricing schedules plus ongoing annual reviews. (assesses changes in the industry over the year against policies and pricing)

Beyond Benchmarking

DGEB Analytics System Access:

- Provides clients with continuous access to our DGEB Analytics system.
- Enables up-to-date benchmarking analysis.

Expertise in Action

We supported two leading global exchanges in redesigning and streamlining their licensing frameworks, resulting in simplified processes, improved governance, and enhanced market competitiveness.

1

Successful remodel and simplification of a European exchanges non-display model: resulted in:

- ✔ a flexible, scalable, and equitable pricing model for consumers.
- ✔ signification reduction in internal administration to the exchange.
- ✔ simplified client onboarding and ongoing reporting.
- ✔ sustainable growth and increased market competitiveness.
- ✔ creation of a more equitable market environment.

2

Introduction of a CFD licence for one of the top 10 exchanges: addressing the existing policy's inability to accommodate the specific requirements of CFD products

- ✔ flexible, scalable, and equitable pricing model for consumers.
- ✔ appropriate terms and conditions tailored to the use case for better governance.
- ✔ simplified client onboarding and ongoing reporting.
- ✔ sustainable growth and increased market competitiveness.