



#vxLibrary

your source of privileged, unique insight



What is the #vxLibrary?

The #vxLibrary platform is the ValueExchange's subscription-only, research library that helps you to turn our data findings and analysis into your own privileged insights.

Our platform gives you full access to all of the benefits of the #ValueExchange's actionable statistical insights, giving you the tools and the materials to make meaningful, P&L enhancing decisions that will drive your business forward.

Our content and insights are growing every day, but our key themes include:



(May 2020) Run in cooperation with Accenture, Digital Asset and Global Custodian magazine, this campaign has drawn on views from over 140 organisations to provide you with unique, actionable insights on how DLT is being used across the world. Where is the DLT opportunity, where customers are pushing for progress and where progress is (and isn't) being made

(More information is available at thevalueexchange.co/dltintherealworld)



(February 2020) Drawing on insights from over 5,000 financial services specialists around the world, our Grey Costs per Trade research has driven transparency and industry dialogue on how and where people are managing their trading costs today. How the buy-side is being distracted by TCA; how the sell-side is driving its competitive advantage; what risks we run by overlooking key costs; and what we're doing today to control our costs.

(More information is available at thevalueexchange.co/greycostspertrade)



(November 2019) Our "2020 in Perspective" research paper aims to give new guidance to participants across the entire investment cycle on how the world views the year ahead. Focusing on macro-priorities, regulatory projects, internal priorities and market structures this project is designed to give you complete clarity on where you should be concentrating in 2020. Where are we spending resources, where do we have aspirations for transformation, what markets are we betting on in 2020? Most of all where can we carve out a unique edge?

(More information is available at thevalueexchange.co/2020inperspective)



(Coming soon in July 2020) How is Asian brokerage transforming today? In light of changing investor attitudes, China's capital market opening and technical innovation, how are Asia's brokerages responding? Our survey of over 100 leading brokerages in Hong Kong explains where brokers are carving out their competitive edges today and tomorrow – and presents a clear map of what their growth journey looks like. Ambitions, opportunities and challenges.

(More information is available at thevalueexchange.co/asianbrokerageintransformation)

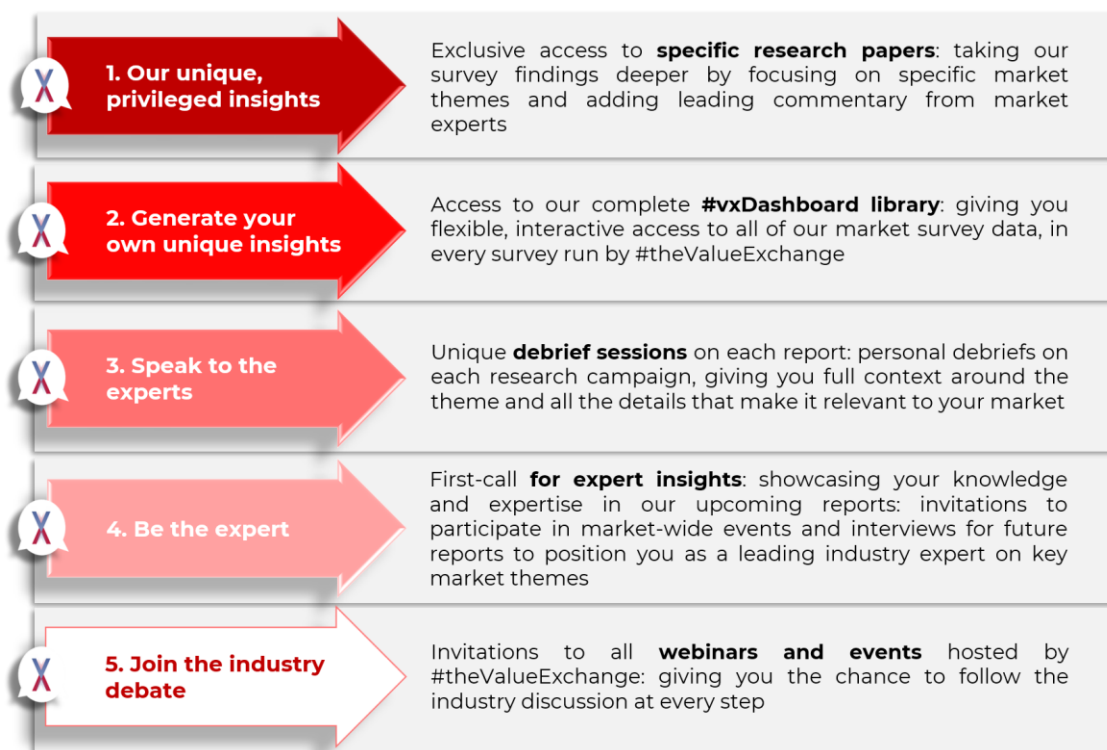
Future research themes in H2 2020 include:

- ⓪ "China-bound investments: where next?"
- ⓪ "Asset servicing automation: the time is now"
- ⓪ "Incredible India: charting the right path to investing"

What does subscribing to the #vxLibrary mean for me?

Subscribing to the #vxLibrary means having the tools and the insights available to you to drive your business forward.

Our platform includes the following key benefits:



	Format / Duration	Deliverables	Cost
#vxLibrary subscription	Annual subscription (12 months)	<ul style="list-style-type: none"> ⌚ Access to the following deliverables for a minimum of 8 report campaigns every 12-months ⌚ Enterprise-wide #vxDashboard access for every public campaign ⌚ Access to 2 in-depth research reports per campaign (on specific themes / markets) ⌚ 60-minute consultation and discussion on results (via videoconference) ⌚ Invitation to interviews on any planned events 	USD5,000

How else can the ValueExchange drive my P&L growth?

Insight

over 500,000 data points at your disposal



- Take your insights deeper: by running a **follow up survey on specific themes** and dynamics that you want to focus on
- Poll your own contact network: to obtain **customer-specific benchmarks** that compare your customers with global peers - to support your own account planning and customer engagement
- Capture, create and manage your own unique insights using our **#vxDashboard** data analysis platform
- Receive your own, **customised Key Findings** summary: leverage our analysis and experience to go straight to the data points that matter

Our insights...



- Customise your questions
- Customise your market
- Customise your survey branding
- Compare your market with global benchmarks
- Capture your own unique insights
- Build your own sales pitchbook
- Share your unique story with the market

...into your market engagement

Visibility

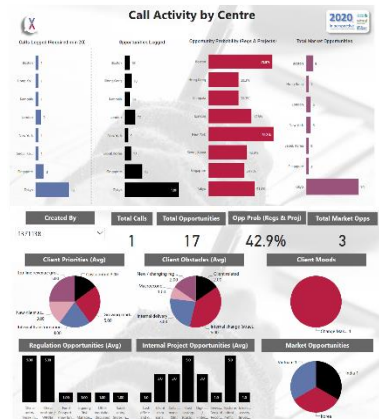
Reach over 2,500 key industry leaders

- Build brand-visibility through **customised survey branding** and **social media** marketing
- Share your insights with clients through a customised **industry whitepaper report**
- Reach key industry decision makers through managed **webinars, events, podcast interviews and client training** programmes

Pipeline

2,200 opportunities created to date...and counting

- ☞ Build your **own pitchbook**: leverage our unique data to build your own, insight-driven sales kit
- ☞ Create and run a **fully-managed, data-rich sales campaign**: complete with call scripts, performance tracking and detailed mobilisation analytics
- ☞ Turn every client conversation into a data-rich interaction: use our **flexible call logging tools** to record essential data points within <10 minutes in a highly structured, machine-readable way
- ☞ Watch your entire front line mobilise using **deep, interactive, global analytics**: helping to drive your people-management, training programmes, account planning and pipeline tracking
- ☞ Go beyond text-based call reports: Analyse specific **pipeline drivers and opportunities in data format**, so that you can watch what is driving your product P&L in real time
- ☞ Go straight to the details: rely on our extensive management experience to deliver you **key sales and product performance insights** every week



Let's talk

We exist to provide actionable, commercial insights that will drive your business forward. Please do reach out and let's talk about how we can do that for you.

info@thevalueexchange.co