

Markit Hub – Research providers

A cross-asset class research aggregation platform

Markit Hub offers sellside and independent research providers access to a large universe of investment and financial professionals, including traders, risk and compliance officers, and research analysts.

25+
asset classes

15k+
buyside firms

220k+
registered users

Regulatory change is pressuring providers to demonstrate the value of their research. Essential to this is the ability to track who is reading the content. Branded websites help analyse circulation, but can be challenging for the consumers, as they must maintain separate accounts with each provider.

Markit Hub offers research providers a flexible and secure distribution channel to penetrate a large audience of buyside users. The aggregation feature enables users to search and view content from multiple providers within the same platform. Hub seamlessly integrates each firm's research portal into the single sign-on capability, maximising traffic flow to the research. Controlled user level permissions, lead generation features, promotional tools and readership reporting allow providers to measure the value of their research.

Customers

Hedge funds
Broker dealers
Banks
Asset managers
Institutional investors

Accessibility

Available on the web and mobile devices, allowing easy access to research content

Single sign-on

Multiple distribution models, including link back and hosted research, enable traders, research analysts, and risk officers access to branded sites without the need for managing multiple account passwords

Awareness

Promotional, lead generation and content trial tools increase awareness of research products

Permissions

A sophisticated system allows control over user and headline level entitlements in realtime, ensuring only those entitled gain access to content

Transparent

Frequent usage and readership reporting allows full audit and visibility into who is accessing content

Reporting

Trend reports and analytics give providers the ability to target readers and understand what research they value

More information

For more information on the products and services from Markit, please contact us at sales@markit.com or call one of our regional offices:

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Boulder	+1 303 417 9999
Dallas	+1 972 560 4420
Frankfurt	+49 69 299 868 100
Hong Kong	+852 3726 7000
Tokyo	+81 3 6402 0130
Toronto	+1 416 777 4485
Singapore	+65 6922 4200
Sydney	+61 2 8076 1100

The screenshot displays the Markit Hub interface. On the left is a vertical sidebar with a search icon, a home icon, and a list of provider abbreviations (BAM, BC, BNP, C, CS, DB, GS, HSBC, JPM, MKT, MS). The main content area features a 'Provider Type' filter (Banks: 7671, Independents, News), a 'Date Range' dropdown (1 Week), and a 'Filter By' section with 'CONTENT SOURCE' expanded to show a list of banks like Bank of America, Merrill Lynch, etc. The main feed lists several research articles such as 'Asian CDS Index and Single Name Daily - 18Nov2015', 'GBP Swaption Analysis', 'CHF Swaption Analysis', 'USD Swaption Analysis', 'High Yield Coverage Update: High Yield Termination of Coverage', 'FX Daily Strategist Asia: USD to maintain momentum for now', 'LatAm Inflation Linked Bonds Update', and 'WMT: Q4 Guidance Beats Expectations; Still A "Show Me" Story'. On the right, there are 'LATEST NEWS HEADLINES' and a 'Morgan Stanley Matrix' advertisement. A 'Providers' management panel is overlaid on the right, showing a list of providers with columns for 'ENTITLED', 'AVAILABLE', and 'INVITE'. Callouts A-F are placed around the interface to highlight specific features.

- A** Predictive search across providers
- B** View of headlines from multiple providers in one place
- C** User configurable links allow quick, single sign-on navigation to provider sites
- D** Rotating advertisements promoting provider services and products
- E** Provider management tool for reviewing and requesting entitlements
- F** The Hub dock is low profile and persistent, moving with the user to provider sites