![sisense | Nasdaq]

Nasdaq Gives Customers a New Way to Interact with Financial Data

Nasdaq Investor Relations, an electronic stock exchange that uses an automated network of computers instead of a trading floor, has unique challenges and important security considerations when it comes to handling data and sharing it with customers.
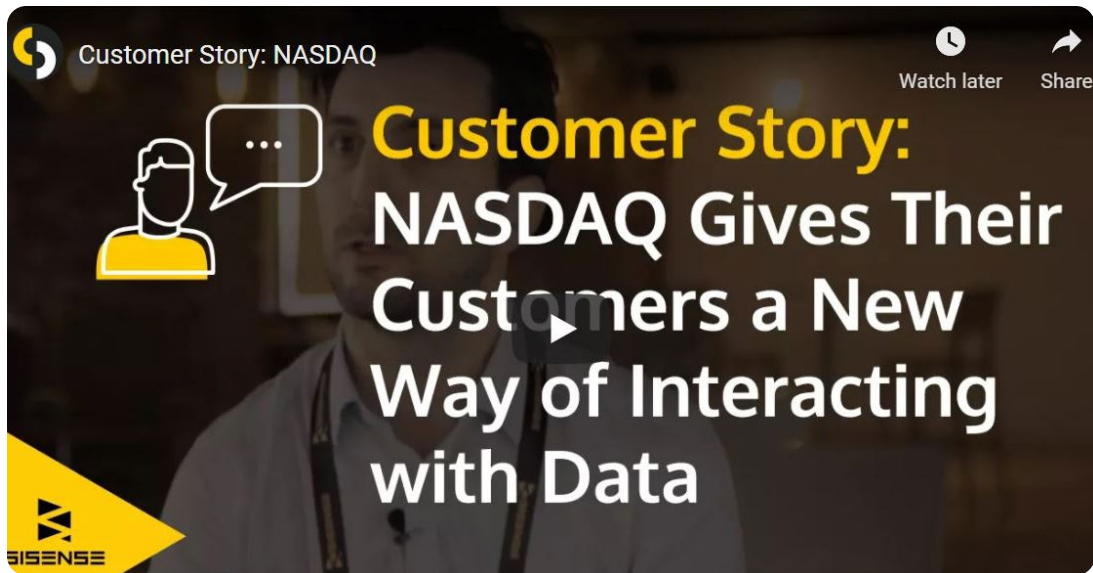
James Tickner, Head of Data Analytics for Nasdaq Corporate Solutions, uses Sisense for embedded interactive reporting for customers in IR Insight.

Company Information

Number of Employees: 4,800+

Industry: Enterprise, Finance

Years in Business: 50

IR Insight is Nasdaq's flagship product, a platform that gives Investor Relations teams access to information on investor ownership, real-time research, estimates data, and meeting analytics. Nasdaq's customers can leverage the Nasdaq IR Insight platform to dissect and manipulate the data in a way that doesn't exist elsewhere in the industry.

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James Tickner, Head of Data Analytics for Nasdaq Corporate Solutions

This kind of access doesn't come without its challenges, however. And in financial services, security is paramount. In NASDAQ's role operating an exchange, it must meet incredibly high-security standards. Using Sisense embedded analytics has given them a solution that meets those standards.

"The biggest win is allowing our clients to have a new way of interacting with data that they're very familiar with," says Tickner. "Our customers rely on a range of content sets, including information that they license from others, as well as data that they input themselves. Being able to layer those together and attain a new level of value from content that they've been looking at for years but in another context.

The reaction from customers has been powerful, though they're still at the beginning stages. But "customers understand that we're interpreting information for them in a way that is very palatable and manageable; not only for themselves but also to communicate across the organization," says Tickner.

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Thousands more companies leverage the power of Sisense.