

BondCliQ

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Buy Side New Year's Resolution – Changing Your Corporate Bond Data Diet



Every January begins with resolutions of new routines designed to create a better version of yourself. Read more books, learn something new each day, meditate each morning, etc.

This ritual is a rare occasion when your future self is in full control and sets the agenda that your present-self must follow. Typically, it is the other way around. We favor our present self to the detriment of our future self. A late-night pint of ice cream may feel good at the time, but you're paying for it later.

Week's after New Year's resolutions have been established, the bad habits gradually return. You may get through a dry January, but come mid-February, the present self is back in control, and immediate satisfaction is all that matters (it's Wine O'Clock baby!).

As the US corporate bond market enters 2020, there is one resolution that buy-side institutions must not break: Improving their institutional corporate bond data diet.

Because **the data you consume now will have an impact on your future performance.**

I did it! So can you!

Celebrities are often the face of campaigns about weight loss and fitness, but their approach is costly to replicate. Personal chefs, personal trainers, and a steady supply of organic food are at their disposal. With such an edge, it is no wonder that they can rapidly and dramatically lose weight and get fit.

The buy-side landscape for institutional pre-trade corporate bond data is very similar. Over the past few years, some of the largest asset managers have been focusing on enhancing the value of pre-trade institutional, corporate bond data. These organizations have committed sizable technology resources to produce their own, proprietary pre-trade data. Their pricing information is superior in



Keto Friendly Bond Data



For buy-side institutions to get the results of a leaner and more effective block trading process, it starts with ingesting the proper pre-trade data. **BondCliQ has developed an institutional pricing source that produces high-quality data without buy-side institutions bearing the burden of high costs and substantial IT resources.**

Our platform is a "Farm to Table" solution that delivers pricing information directly from participating corporate bond dealers to your firm. We improve the health of

your front office applications, risk systems, and analytics by creating an environment where institutional data will get better over time. What more do you need to keep this New Year's resolution intact?

-Chris White (CEO, BondCliQ)

