

# A Guide to TNS' Data Usage Optimizer

TNS' Data Usage Optimizer (DUO) is a powerful new data usage optimization product, designed to help buy side and sell side firms streamline their market data costs.

These are the ways that DUO can help you maximize value and reduce waste.

## Minimize Waste, Maximize Value

DUO generates actionable market data usage reports that identify where subscription fees can be reduced by pinpointing unused data feeds.



### Market Data Costs

Market data costs make up an ever-increasing percentage of the expenses required to access financial markets. With hundreds of traders accessing thousands of data sources, ensuring you're only paying for the data your users truly need becomes a nearly impossible task.

### Generate a List of Unused Entitlements Instantly

DUO helps solve this problem by analyzing the market data permissions enabled in your entitlement system and comparing them with the actual data feeds your users are viewing.

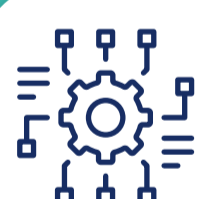


### Concise, Actionable Reports

DUO generates concise reports that can identify real, actionable cost-saving opportunities. These reports give you a simple script to follow to identify cost saving opportunities and disable unused entitlements or logins.

### Fully Managed Service

Delivered as a fully managed service, with DUO we take care of the deployment and integration of the solution.



### Scalable Solution

DUO can work with a market data deployment of any size. Whether you have a few users at a single site, or thousands of users across dozens of sites, DUO can identify cost saving opportunities.

### Ongoing Cost Optimization

Realizing potential market data cost savings is an ongoing initiative, not a one time process. DUO delivers regular reports every month or on demand.



### Prioritize Savings by Value

DUO identifies potential savings in real dollar terms, allowing you to prioritize decommissioning unused permissions and users that will provide the best return on your investment.

### Customizable for Vendor Relationships

Different firms may have different commercial relationships with vendors and exchanges. DUO reports can be customized to help accurately reflect true cost savings based on the specific fees you are paying.



Learn more about TNS Financial Markets solutions by contacting us at [financial@tnsi.com](mailto:financial@tnsi.com)

