

Five steps to an alternative data strategy

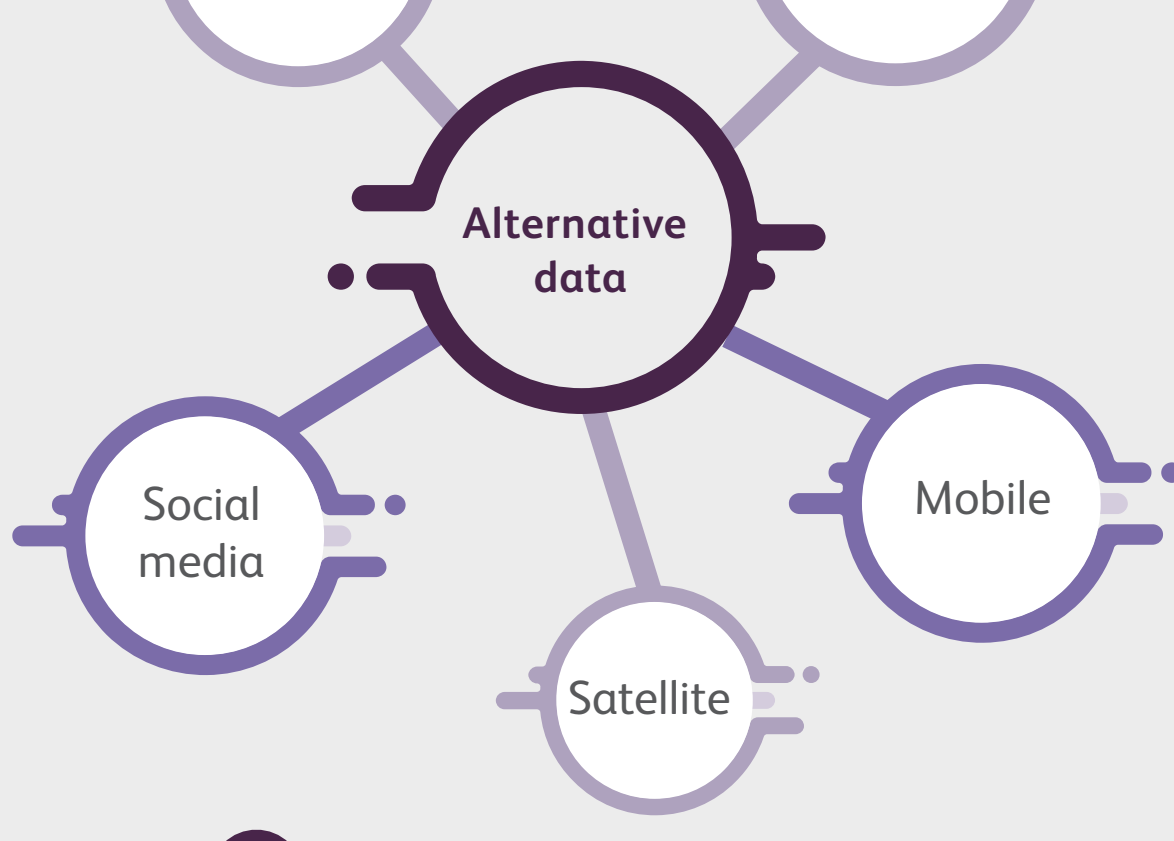
How to harness the power of alternative data

Alternative data promises smarter investments and superior returns.

But how can you get to grips with the mass of information out there and use it to make better decisions?

What is alternative data?

Alternative data is simply non-market insights on a firm that originates from sources outside the company itself.

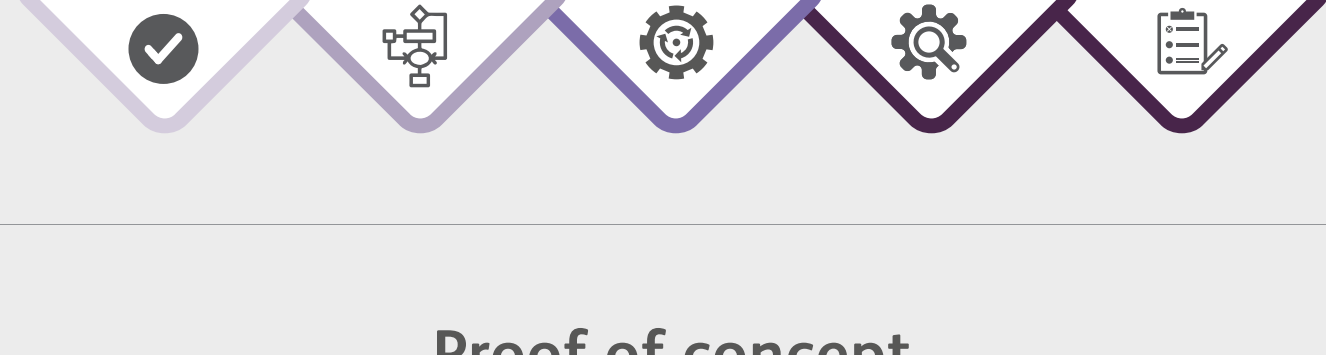


\$1.7B

Projected buy-side spending on alternative data by 2020

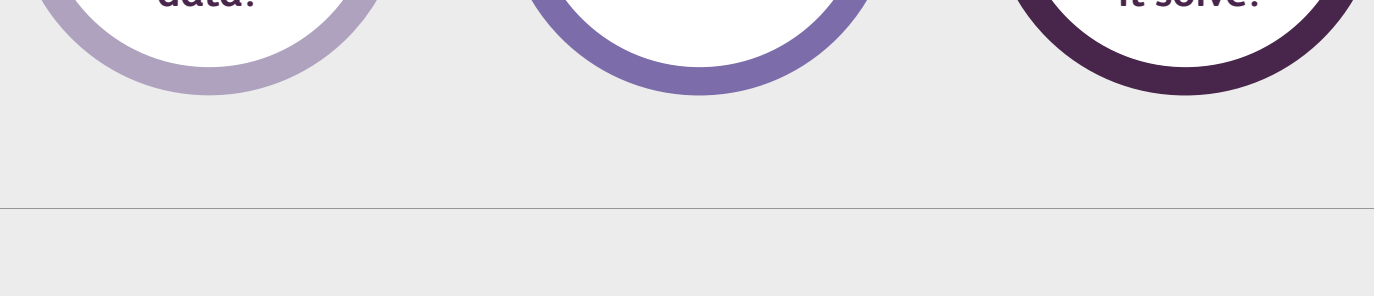
Five steps to an alternative data strategy

Follow this five-step process, covered in detail below, to develop your alternative data strategy.



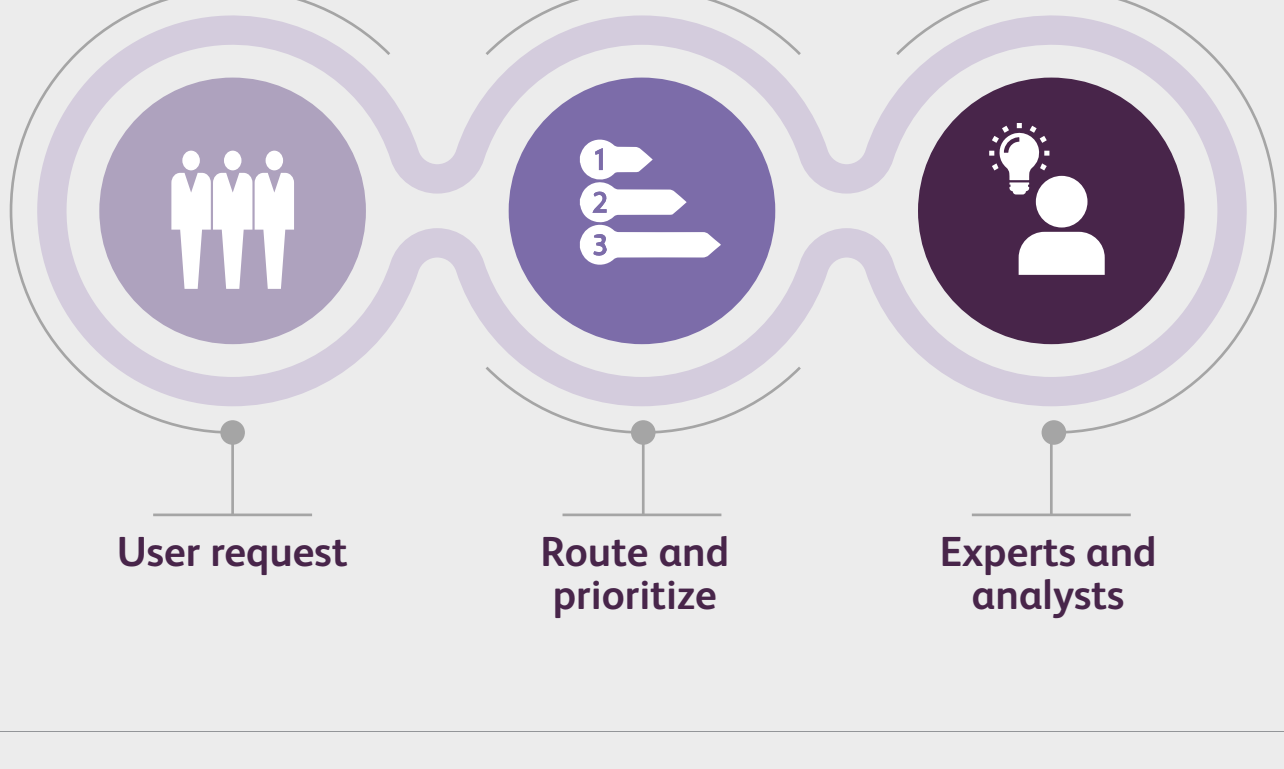
Proof of concept

Before you begin, answer these key questions.



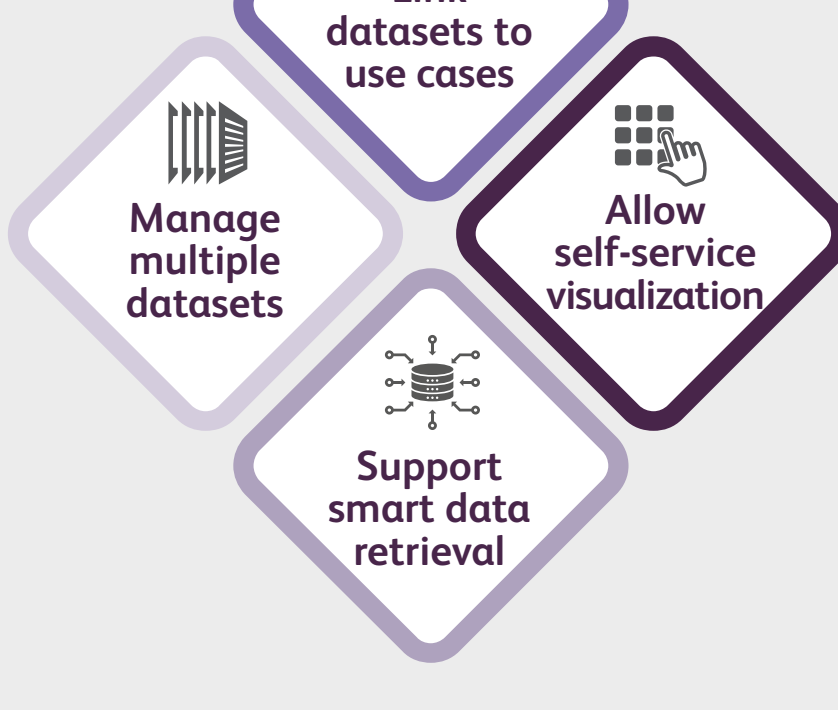
Develop automated workflows

Automated workflows will help you route, prioritize and process user requests for alternative data, helping to improve efficiency and track progress.



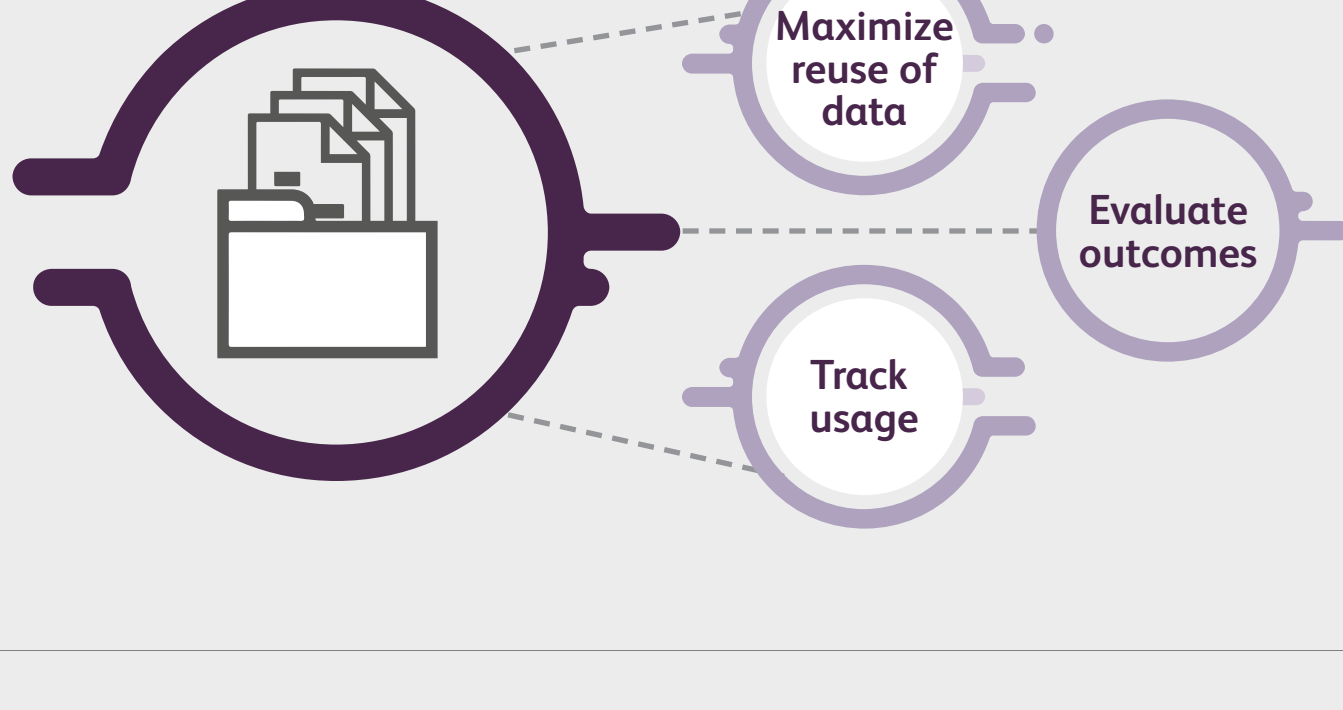
Build infrastructure

Alternative data demands infrastructure with several key capabilities.



Track outcomes

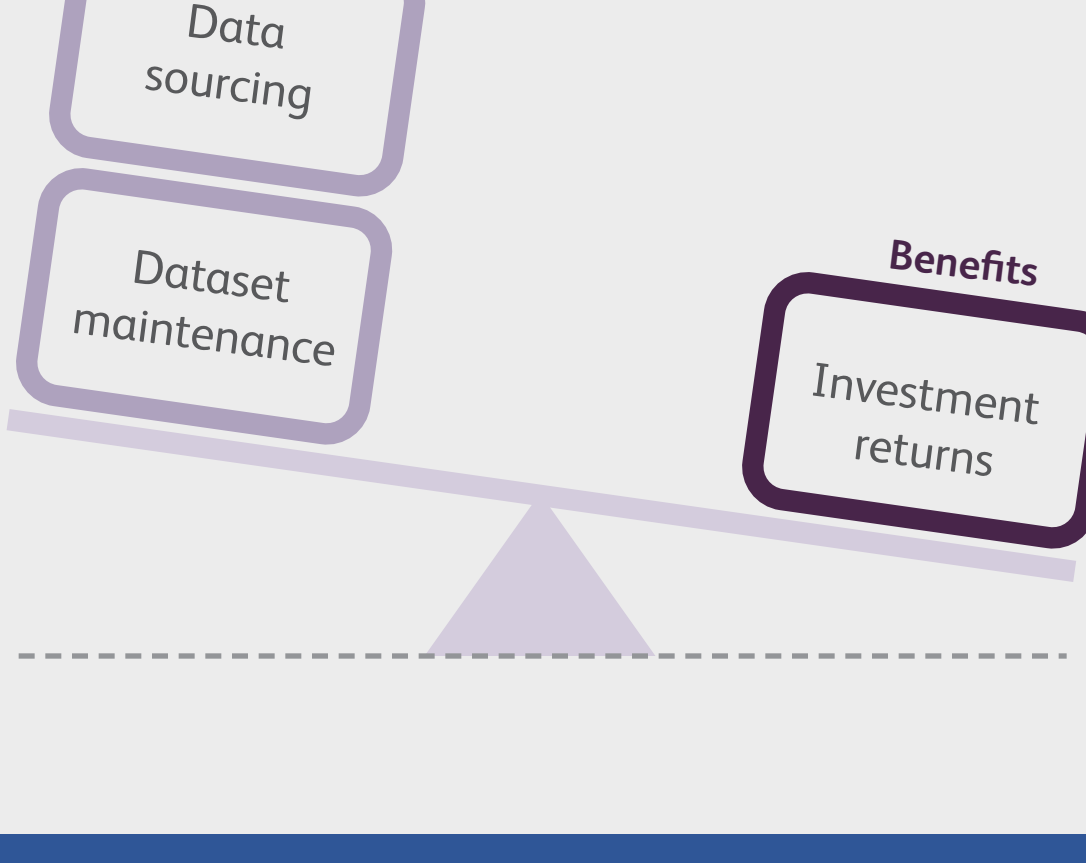
By creating a use-case repository, you can document dataset usage and evaluate the outcomes of previous use cases.



Evaluate ROI

Finally, make sure you track the performance of your alternative data assets.

Do the investment returns you get justify the cost of obtaining and maintaining your alternative data?



To learn how you could build a better alternative data strategy, contact us at

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