

# The Single Platform for your Proprietary Research and Data

**MAKE YOUR INTERNAL RESEARCH AND RECOMMENDATIONS  
EASILY ACCESSIBLE VIA THOMSON REUTERS EIKON**

The screenshot shows the 'Proprietary Data Manager' window in the Eikon software. It displays a table with columns for Company Name, Data-Item Description, Value, Currency, Period, Start Date, and End Date (optional). The table lists various companies and their 'Mean Recommendation (1-5)' values. The interface includes a 'Data' tab and a 'View Data' button. The table data is as follows:

Company Name	Data-Item Description	Value	Currency	Period	Start Date	End Date (optional)
General Motors Co	Mean Recommendation (1-5)	3	N/A	N/A	01-Sep-2014	dd-MMM-yyyy
BorgWarner Inc	Mean Recommendation (1-5)	4	N/A	N/A	01-Sep-2014	dd-MMM-yyyy
Johnson Controls Inc	Mean Recommendation (1-5)	1	N/A	N/A	01-Sep-2014	dd-MMM-yyyy
Delphi Automotive PLC	Mean Recommendation (1-5)	2	N/A	N/A	01-Sep-2014	dd-MMM-yyyy
Lucar Corp	Mean Recommendation (1-5)	5	N/A	N/A	01-Sep-2014	dd-MMM-yyyy
American Axle & Mfg	Mean Recommendation (1-5)	3	N/A	N/A	01-Sep-2014	dd-MMM-yyyy
TRW Automotive Hldg	Mean Recommendation (1-5)	4	N/A	N/A	01-Sep-2014	dd-MMM-yyyy
Magnum International Inc	Mean Recommendation (1-5)	1	N/A	N/A	01-Sep-2014	dd-MMM-yyyy
Autoliv Inc	Mean Recommendation (1-5)	2	N/A	N/A	01-Sep-2014	dd-MMM-yyyy
Tenneco Inc	Mean Recommendation (1-5)	5	N/A	N/A	01-Sep-2014	dd-MMM-yyyy
Trane Holding Corp	Mean Recommendation (1-5)	3	N/A	N/A	01-Sep-2014	dd-MMM-yyyy
First Tech	Mean Recommendation (1-5)	4	N/A	N/A	01-Sep-2014	dd-MMM-yyyy
Trane Motors Inc	Mean Recommendation (1-5)	1	N/A	N/A	01-Sep-2014	dd-MMM-yyyy
The Goodyear Tire & R	Mean Recommendation (1-5)	2	N/A	N/A	01-Sep-2014	dd-MMM-yyyy
	Mean Recommendation (1-5)	5	N/A	N/A	01-Sep-2014	dd-MMM-yyyy

Now you can upload your own in-house estimates and recommendations for equities onto the Eikon platform on a real-time basis for fast internal dissemination and easy access by other users in your firm such as portfolio managers or sales people. You can seamlessly combine in-house information with premium content sets such as Thomson Reuters I/B/E/S Estimates to give your users the full market picture.

The Eikon platform also provides a research publishing capability which enables you to make your internal research reports available across your firm. Research alerts can be set up easily to ensure that your users are quickly notified when you change a recommendation or publish a new report.



## BENEFITS OF USING EIKON FOR YOUR PROPRIETARY RESEARCH AND DATA

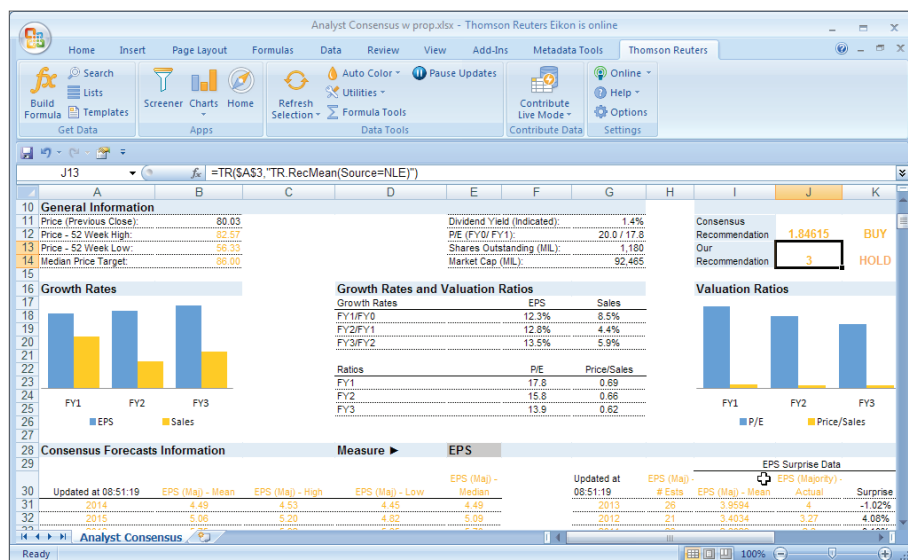
- Easy access for portfolio managers and other users to view your internal research, estimates and recommendations in a single platform alongside market and company data, news and analytics
- Access all the research you need from your in-house team and external brokers in one place including via the streaming news app in Eikon
- More easily compare in-house estimates and recommendations to consensus estimates from sell-side brokers via the company overview in Eikon
- Real-time alerts to your desktop, mobile, e-mail or the web version of Eikon, ensure you never miss a key recommendation change or new report
- Your internal data can also be viewed across other apps in Eikon such as the Company Overview, Watchlist pulse and Industry App so users can view your estimates and recommendations in context.



View your internal research in context on a chart and within the streaming news window.

## UPDATE AND DISTRIBUTE WITH EASE

- Easily upload Word, Excel and PowerPoint documents to the Eikon research management system and distribute those documents in real-time to other entitled users within your firm
- Upload your own estimates/recommendations into the Eikon platform on a real-time basis
- Values can be stored at Personal (user only), Location (site), Cross Locations (sites at the same level) and Ultimate parent (across the whole organization) giving you flexibility to control who sees them
- Upload using either CSV files or manually
- Access your proprietary data in real-time in Excel alongside Thomson Reuters data so you can build it into models and reports and ensure the latest numbers are available.



Users can access your proprietary data in real-time in Excel alongside other financial information.

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