INTRODUCTION
HERE ARE THE KEY THINGS TO KNOW ABOUT ENTERPRISE TOOLS.

01.1 WHAT IS ENTERPRISE TOOLS?

Enterprise Tools is a simple, secure, easy-to-use platform that enables the administrators of an organisation’s FT licence to manage users and select topics for them to follow, and review actionable usage insights.

We’ve created a dedicated dashboard for each of these key features: Manage Users, Select Topics and Usage Insights.

When you make the most of these, you can:

Manage your FT licence - quickly and easily
• See an instant overview of the current status of your licence, so you’re always up to date
• Add or remove users and reset passwords, in an instant

Share relevant content with users
• Share relevant, personalised content with individuals and teams, so they can make informed decisions – fast
• Save time and effort finding and collating content, so you can serve your organisation effectively

View data on your licence usage
• Discover relevant, insightful metrics that bring you clarity and understanding
• Track usage and uptake against a wide variety of metrics
• Review, measure and report on return on investment – in moments
01.2 WHY ENTERPRISE TOOLS?

We’re constantly gathering feedback and improving our service, to bring our customers the best experience.

After conducting recent research, we discovered administrators of FT licences wanted a way to:

- Manage their FT license – quickly and easily
- Access, monitor and compare usage data
- Set up centralised, customised alerts
- Share relevant, personalised content with individuals and teams

They also wanted us to make our pricing model clearer and more transparent.

So we created a simple, secure platform – Enterprise Tools – to bring businesses closer to the FT, give them visibility and put them in control.

01.3 WHO IS ENTERPRISE TOOLS FOR?

Enterprise Tools is for anyone who has permission to be a licence administrator on an organisation’s FT licence.

The platform can be used by individuals in a wide range of roles.

Each role will benefit from different features:

If you manage access to your organisation’s FT licence you’ll benefit from the platform’s quick, intuitive user management features, including user setup and usage reports.

If you manage knowledge and distribute content for individuals and departments you’ll benefit from the platform’s simple, time-saving content distribution features. These will enable you to easily share the right content with the right people, keep your organisation informed and enhance decision making.

If you budget for your organisation’s FT subscription you’ll benefit from the platform’s clear, actionable usage insights. You’ll be able to get a transparent view of your licence usage in an instant, helping you gain a better understanding of our pricing model and ensure your licence is being used effectively.
02.2 HOW DO YOU ACCESS ENTERPRISE TOOLS? (TWO-FACTOR AUTHENTICATION)

To access Enterprise Tools, go to enterprise.ft.com/tools/login

Enterprise Tools brings together user details and usage insights for your licence in one easy-to-use platform. We’ve taken time and care to ensure Enterprise Tools meets the highest standards of data privacy. With that in mind, we’ve added a two-step authentication process to help keep your data safe and secure.

The first time you access enterprise.ft.com/login, you’ll need to set up Two-Factor Authentication (2FA).

You’ll need to download an authenticator app to your smartphone. We recommend the Google Authenticator app, which you’ll find on the Google Play Store or on the the App Store. You’ll then need to use the app to scan a QR code.

If you do not have a smartphone or are unable to download an authenticator, contact customer.support@ft.com to enable email 2FA.
To set up 2FA:

1. Enter the email address linked to your FT access

2. Enter your password

3. You’ll be prompted to get your smartphone ready

Account authentication

In order to strengthen the security of your account, we have added an additional layer of authentication. This will help prevent someone signing into your account without permission.

To continue through to a secure login you will need to have a smartphone ready.
4. You’ll be guided through the authentication process, step-by-step

**Account authentication**

**Step 1**
You will need to download an authentication app, such as [Google authenticator](#), onto your smartphone

**Step 2**
Open the app and scan the QR code below. This is usually done by tapping the + icon on your authenticator app.

![](https://example.com/qrcode.png)

**Step 3**
Finally, enter the 6-digit code displayed on your app to proceed.

<table>
<thead>
<tr>
<th>Code</th>
<th>Enter code</th>
</tr>
</thead>
</table>

Help?

Once you’ve successfully set up 2FA, you’ll receive a verification email. This is a service email, so you’ll receive it even if you’ve opted out of FT emails.

Dear Emily,

You have successfully enabled 2-factor authentication on your account.

Going forward you will need to use the authenticator app on your smartphone to generate a 6 digit code to authenticate your session.

If you are unable to authenticate or have lost your device, please email customer.support@ft.com

Kind regards,

Financial Times Customer Service

These emails contain important information about your account. You will continue to receive them if you have unsubscribed from other FT emails.

We use pixels in HTML emails (not in plain text) to tell us if the email is opened or links are clicked on. This pixel will be deleted if you delete the email. See our [privacy policy](#) for more information.

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This email was sent by a company owned by the Financial Times Group Limited (FT Group), registered office at Number One Southwark Bridge, London SE1 9HL. Registered in England and Wales with company number 811019.

Verify account
Once you’ve set up 2FA it will be there each time you access Enterprise Tools, helping you log in quickly and securely:

1. Enter the email address linked to your FT access

2. Enter your password

3. Enter the code displayed on your authenticator app

You’ll be logged out of each Enterprise Tools session after 24 hours. Simply log in again using 2FA.

Read more about our approach to data privacy and security at ft.com/privacy
If you don’t have a smartphone or are unable to download an authenticator app for your device, an alternative method of authentication via your email address can be set up instead. Please contact our team at customer.support@ft.com to request that email authentication is switched on for your account.

Once activated, the email authentication journey is as follows:

1. Enter the email address and password associated with your FT.com account

2. A message will confirm that you’ve been sent an email with an authentication link

3. Click the link in the email to be logged in to Enterprise Tools

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**Sign in**

Email address

Sign in

Password

Show Password

Forgot your password?

Keep me signed in

Back

Submit

**Two-factor authentication**

We have just sent you an email. Open it and click the link we provided to complete the secure login process.

Note: Check you Spam folder if you cannot find the email in your inbox.

Having trouble? Contact the FT Help Centre.

Dear Emily,

To complete your secure login, click the link below:

https://mfa.ft.com/mfa-email/authenticate?user-rid=de0cfa3-c293-34555-acc9-7fb6caaa862&magicToken=s5xNT3TilqZ5Yx4x0Mappg4rwp2A4GHd60a3CG05yF.72a38K7HD

Note: Keep in mind the link will expire in 30 minutes.

Having trouble? Contact the FT Help Centre.

Kind regards,

The FT team
ENTERPRISE TOOLS IS:

**Easy-to-use**
- Clear, intuitive interface
- Simple, time-saving administration

**Insightful**
- Clear, relevant metrics
- Instant access to knowledge about your organisation’s licence usage

**Transparent**
- Clear information about your licence and usage
- Usage data you can distribute to the business
- Quick and easy to communicate licence usage and prove return on investment

**Powerful**
- Distribute more content to the right people – fast
- Save time finding and collating content
- Serve your organisation more effectively
HERE’S AN INTRODUCTION TO EACH AREA OF THE ENTERPRISE TOOLS PLATFORM: YOUR OVERVIEW, MANAGE USERS, SELECT TOPICS AND USAGE INSIGHTS.

03.1
YOUR OVERVIEW

Get a quick snapshot of the current status of your licence.

When you log in, you’ll see the Your Overview page.

Welcome to Enterprise Tools

The Financial Times is bringing the tools for managing your FT Group Subscription into one place. You can add and remove users to your licence, recommend topics for colleagues and build a picture of how readers in your organisation are using the FT. Our aim is to help you make the most of your organisation’s investment in the FT.

Contact & licence information

FT Customer success team

Email: customersuccess@ft.com or contact your customer success manager directly.

Licenced Products:
Premium

Licence Status:
active

Licence ID:
dclusft19-bad4-47a3-b31a-81e6b1180a57

Blog, news and insights

Financial Times App now available for iOS
The Financial Times is now available in the IOS App Store for existing subscribers.

Display Trusted breaking news in your office with Big FT
Available exclusively to FT Group subscribers, Big FT is a live feed of headlines that can be displayed on a screen in your lobby, waiting area or staff restaurant.

Licence Administrators

<table>
<thead>
<tr>
<th>First name</th>
<th>Email address</th>
<th>Date joined</th>
</tr>
</thead>
<tbody>
<tr>
<td>David</td>
<td><a href="mailto:david.balfour@ft.com">david.balfour@ft.com</a></td>
<td>15/12/17</td>
</tr>
<tr>
<td>Henry</td>
<td><a href="mailto:henry.brazier@ft.com">henry.brazier@ft.com</a></td>
<td>02/10/17</td>
</tr>
<tr>
<td>Krystle</td>
<td><a href="mailto:krystle.cook@ft.com">krystle.cook@ft.com</a></td>
<td>15/12/17</td>
</tr>
<tr>
<td>Nathalle</td>
<td><a href="mailto:nathalle.corre@ft.com">nathalle.corre@ft.com</a></td>
<td>02/10/17</td>
</tr>
<tr>
<td>Caroline</td>
<td><a href="mailto:caroline.deas@ft.com">caroline.deas@ft.com</a></td>
<td>02/10/17</td>
</tr>
<tr>
<td>Frankie</td>
<td><a href="mailto:frankie.lee@ft.com">frankie.lee@ft.com</a></td>
<td>02/10/17</td>
</tr>
<tr>
<td>James</td>
<td><a href="mailto:james.lunn@ft.com">james.lunn@ft.com</a></td>
<td>02/10/17</td>
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<tr>
<td>James</td>
<td><a href="mailto:james.mann@ft.com">james.mann@ft.com</a></td>
<td>02/10/17</td>
</tr>
<tr>
<td>Sophie</td>
<td><a href="mailto:sophie.mcdougal@ft.com">sophie.mcdougal@ft.com</a></td>
<td>02/10/17</td>
</tr>
</tbody>
</table>
Your Overview includes a range of useful features:

**Licence allocation**

Shows the number of users you have allocated to your licence, how many seats are currently taken up and how many you have available. If you have an Enterprise Licence, this will always show as $\infty$ (infinity) as you have unlimited seats.

**Contact & licence information**

Shows a contact email address for the FT customer success team as well as information on your FT licence, including: whether you have a standard or premium licence, the status of your licence, and your licence ID.

**Blogs, news and insights**

Shows articles that have been flagged as being of potential interest to licence administrators.

**Licence administrators:**

Shows a list of the current administrators on the licence. If you’d like to add or remove a licence administrator, please email customer.support@ft.com
03.2
MANAGE USERS

Save time on administration – add and remove users and reset passwords. In an instant.

Manage Users enables you to easily, effectively and accurately manage users on your FT licence.

With Manage Users, you can:

- Access all user information in one useful place – to get a quick, clear overview
- Streamline everyday tasks and cut administration time – so you can focus on serving your organisation effectively

If you access the page before any users have been set up on your licence, you’ll see the following message:

Let’s start adding users to your licence!
Here you can manage users by adding them to groups and topics as well as viewing their last login activity.
If you have existing users on your licence, you’ll see them listed:

All data is in real time.

You’ll see your licence allocation data at the top of the page, enabling you to check how many seats are in use at that moment.

To search for a user, enter their name or email address into the search box.

To export a list of all licence users, click ‘Export all’.

To set up a user for the first time or add an additional user, click ‘+ add users’.
You’ll be given two options:

1. You can enter the user’s email address. The user will then receive an email from Enterprise Tools containing a signup link. The user can follow this link to sign themselves up to the licence.

(This will be a service email, so users can’t opt out of receiving it. The signup link isn’t specific to the user, so it can be forwarded on to other users if you wish.)

2. You can simply choose to copy and paste the signup link into your own email or message.

To remove a user from a licence, select the user and click ‘Remove user’. (The user won’t be notified.)

To reset a user’s password, select the user and click ‘Reset password’. They’ll then receive an email asking them to reset their password.
03.3 SELECT TOPICS

Share the right content with the right people, to keep everyone informed and enhance decision making.

Select Topics allows you to:

- Provide groups and individuals with customised news, insight and analysis that’s relevant to their interests and roles
- Help people gain a deep, contextual understanding of market and industry trends, current affairs, clients, prospects, competitors, risks and opportunities
- Drive fast, effective decision making throughout your organisation

As a licence administrator, better content search tools and alerts also mean you save time finding, collating and distributing content, so you can focus on serving your organisation effectively.

You can quickly search for topics across the FT, and set up users and groups within your organisation to follow topics based on their needs and interests. With minimal effort, you’ll be distributing more content to the right people.

When you access Select Topics for the first time, you’ll see the following message:

**Select Topics**

Save your readers’ time getting the information most relevant to them by setting up myFT topic alerts at an individual or organisational level, so they can improve decision-making and become more productive.

**Find your topics**

Search topics across sectors, people, places, organisations and more

e.g. ‘Brexit’ or ‘European Union’ etc.
Individuals will receive a notification email when they’re set up to follow a topic, informing them of the topic(s) and letting them know that licence administrators and FT staff are authorised to set up topics on their behalf.

They’ll receive just one notification email for any number of topics set up within a 24 hour period. These are service emails, so users will receive them even if they’ve opted out of FT emails.

Users can choose to delete topics they’ve been set up for by visiting myFT. They can also change the frequency of their myFT digest email, or completely unsubscribe from the myFT digest. They’ll find links for all these options within the notification email. Users cannot opt out of licence administrators and FT staff setting up topics on their behalf.

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Followed by</th>
<th>+ Select</th>
<th>Remove</th>
</tr>
</thead>
<tbody>
<tr>
<td>9 FEB 2018</td>
<td>Doing Business in China</td>
<td>0 Users and 0 Groups</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9 FEB 2018</td>
<td>Communist Party of China</td>
<td>All Users</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9 FEB 2018</td>
<td>Caterpillar Inc</td>
<td>1 User and 1 Groups</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

FINANCIAL TIMES

Insight most relevant to you and your organisation.

Emily, as part of your organisation’s FT licence, some topics of interest have been identified and selected for you.

You will now receive a myFT digest email with articles related to these topics, unless you have unsubscribed. You can manage the frequency of your myFT digest emails or switch them off/delete them by visiting Emails & Alerts.

You can view these topics, add more or delete them by visiting your myFT page.
More on topics and myFT digest emails

- myFT digest emails set up via Enterprise Tools will be defaulted to weekly
- Users who have already set up a daily digest email will continue to receive it daily
- Email frequency always defaults to the user’s preference
- User preferences always override any actions taken in Enterprise Tools – if they’ve deleted a topic or opted out of the myFT digest a licence administrator cannot opt them back in
- Users can change their preferences but cannot completely opt out of the Enterprise Tools service – it’s part of their organisation’s corporate subscription
- Licence administrators do not have visibility on the topics a user has set up for themselves
03.4
USAGE INSIGHTS

Save time and effort when reporting, reviewing, and measuring return on investment.

Usage Insights brings you clarity, understanding and actionable insights on how people within your organisation are using your FT licence. With instant access to the right data, tracking effectiveness and optimising usage is quick and easy.

With usage activity stats at your fingertips, you can:

- Ensure your organisation’s licence is being used effectively, by the right people
- Measure return on investment and make a compelling, insight-backed case for licence expenditure, to ensure your organisation continues to benefit from an FT licence
- Gain an enhanced understanding of our pricing
- Budget and forecast for the future

Usage Insights will look different depending on whether you have a Team Licence or a Group and Enterprise Licence.

You can explore a range of metrics within Usage Insights:

Active users

Shows all the users currently assigned to the licence, as well as how many are active and how many are inactive. If you want to manage your user allocation after reviewing this data, you can click ‘Add users to your account’ to add more users or remove inactive users.
Usage overview for Group and Enterprise Licence holders

Group or Enterprise Licence holders can see data on active users, broken down into:

- **Actual core readers**: The number of unique users on an FT.com subscription who have read nine or more counted page views in any rolling 30 day period since the start of the licence. This metric shows the level of engagement for your licence at a particular point in time.

- **Occasional readers**: The number of readers who have visited FT.com more than once since the start of the licence, but haven’t read nine or more articles within any 30 day rolling period. We don’t charge for these users.

- **Forecasted core readers**: The number of unique users on an FT.com subscription who have read nine or more counted page views in any rolling 30 day period over the last 12 months. This metric is used to forecast engagement levels, and therefore the value of the licence, in advance of the licence renewal date. (For first year contracts this number will always be the same as the ‘Actual core reader’ number. After the first year this number will be based on the last 12 months’ usage.)

To discover more about various groups of users, visit our glossary page.

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Usage overview for Team Licence holders

Team Licence holders can see data on the total pageviews and total counted page views per licence.
Usage overview for all licence holders

User reports

Here, you can explore detailed data on individual licence users.

A range of additional individual usage metrics are available only to Group and Enterprise Licence holders:

- Core reader
- Total counted page views
- Total counted page views by month

See our glossary of terms, to gain a greater understanding of what each metric means.

View our pricing plan information to find out more about how we charge for licences.
The following set of metrics are based on content and are shown at licence level. This means you can view up to two years of data across multiple contracts.

Page views

Shows the number of pages that have been loaded on the user's browser or app, excluding app pages that were visited for less than five seconds – ‘swipes’.

Page views by device

Shows the number of pages that have been loaded on the user's browser or app, for each of their devices. This excludes app pages that were visited for less than five seconds – ‘swipes’.
Page views by platform

Shows the number of pages that have been loaded on the user’s browser or app, excluding app pages that were visited for less than five seconds — ‘swipes’. Information is displayed for each FT platform, including: ePaper, Web App, Android App, iOS App, FT.com, Full text email, Channel Partners, Other (including AMP, and anything else but not specialist titles).

Counted page views

Shows the number of page views consisting of FT editorial content and data from behind the FT’s subscription barrier that have been loaded on the user’s browser or app, i.e. excludes homepage views, free article views and video views.

Counted page views by device

As above, with data displayed for each of the user’s devices.

Counted page views by platform

As above, with data displayed for each FT platform.

Learn more about the metrics used in usage reports.
Please note

- All clickstream data is subject to independent assurance by PricewaterhouseCoopers LLP
- Activity data received from third party channel partners can only be viewed at an aggregate level. This data will become available for you to view after four weeks or more
- Usage data on FT platforms has a latency of 24 hours, so your dashboards will not include activity data from the last 24 hours
ABOUT THE FINANCIAL TIMES

The Financial Times gathers and distils information from hundreds of sources to deliver accurate news and market analysis on global business, finance and politics.

The FT’s products and services for organisations help the world’s business leaders anticipate market shifts, avoid risks, spot opportunities and make the right decision.

MORE ON ENTERPRISE TOOLS

For more information on Enterprise Tools, visit enterprise.ft.com/tools/login or email us at customersuccess@ft.com