

# Fully integrate FT intelligence with business applications to deliver results

[enterprise.ft.com/integratedsolutions](https://enterprise.ft.com/integratedsolutions)

## Market pressures

The proliferation of digital content means that organisations are increasingly faced with the challenge of finding, processing and delivering relevant information to the people and business applications that need it.

In this environment, the quality of your decision-making depends both on the quality of your data sources and the method they're delivered.

## The value of FT market intelligence

With over 125 years as one of the world's leading news and information organisations, the FT is recognised for its authority, integrity and accuracy.

With over 600 journalists across the globe, it provides proprietary international business news, economic analysis, and company information, to improve decision-making

worldwide. We recognise that organisations want to source this information in a variety of ways and increasingly leverage digital solutions.

## FT Integrated Solutions

FT Integrated Solutions allow you to better exploit and monetize the value of FT intelligence, by ensuring the right information gets to those who need it, far more quickly.

We do this by feeding full-text FT articles directly into your workflows through our API. From CRM and market abuse monitoring systems, to intranets and trading platforms, build custom solutions to power your business.

FT metadata contains, but is not limited to, the names of 4.2 million organisations and 2.6 million people, helping you identify the connections between the stories, organisations, people and events we write about, providing even deeper insight to inform your business decisions.

## Bringing value to your business

- **Extract more value from the FT:** Datamine full-text FT articles and access a 6 year archive for more complex predictive data modelling.
- **Improve commercial awareness:** Align FT articles, company citations and sectors to internal customer accounts, to keep your sales and CRM teams informed.
- **Drive productivity:** Integrate FT journalism with internal workflows and business applications to increase employee engagement.
- **Increase platform engagement:** Display full text FT journalism within your organisation's own environment..
- **Easy implementation:** The FT API can be easily deployed according to your needs and our product specialists will be on hand to provide advice.

# API Suite

API OUTPUT	DESCRIPTION	VOLUME
<b>Notifications</b>	A constantly updating list of content published by the FT.	<b>Approx 300 articles a day</b>
<b>Content</b>	The full body content, title, byline, published date etc., for an individual FT article. Plus flags indicating whether the content is a scoop, exclusive or editors choice.	<b>730k+ articles</b>
<b>Enriched content</b>	Annotations and links to the concepts relevant to the article, including organisations, people, topics, section and locations.	<b>9.6 million metadata tags</b>
<b>Organisations</b>	Information about an organisation, company or public company, including names, parent/child organisations, associated people, public identifiers and Financial Instrument Global Identifier (FIGI).	<b>75k+ organisations</b>
<b>People</b>	Information about a person, including employment/board membership history.	<b>132k+ people</b>

## Solutions to suit your needs

### Wealth management

Relevant news and insights are delivered through your core banking system, so that advisors can provide a better active service to clients and make informed investment decisions.

### Corporates

Ensure return on your investment in CRM systems and learning & development initiatives by engaging your employees with relevant FT journalism integrated into your workflows.

### Risk and compliance

Ensure your organisation is adhering to evolving market regulation by charting deals against global market events reported by the FT.

### Trading

Gain a competitive edge through timely access to original and reliable FT news and analysis, with bespoke solutions using an advanced http: Push API within your trading and investment management systems.



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## About the Financial Times

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