



FINANCIAL  
TIMES

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# Make better business decisions

Equip your teams with global intelligence  
to make the right connections

**Over 4,000 organisations worldwide use  
an FT Group Subscription to stay ahead**



# Take advantage of changing times



No one knows how the next few months will play out. What we do know is that executives, investors, policymakers and citizens have to navigate the most unpredictable environment in living memory. Our goal at the FT remains to provide you with the news, data and insight that will help you along the way.



**Roula Khalaf**  
Editor, Financial Times

## **We now live in a world flooded with information. It pours in from hundreds of sources, all day, every day.**

And it's not only ubiquitous – it's often flawed. With the rise of fake news, facts have become an elastic concept. There's also an abundance of free news, often based on opinion rather than established fact.

For today's businesses, this brings new difficulties. They're already striving to stay competitive in an interconnected world. Now they're also struggling to pinpoint the intelligence that can help them.

## **Risk is on the rise**

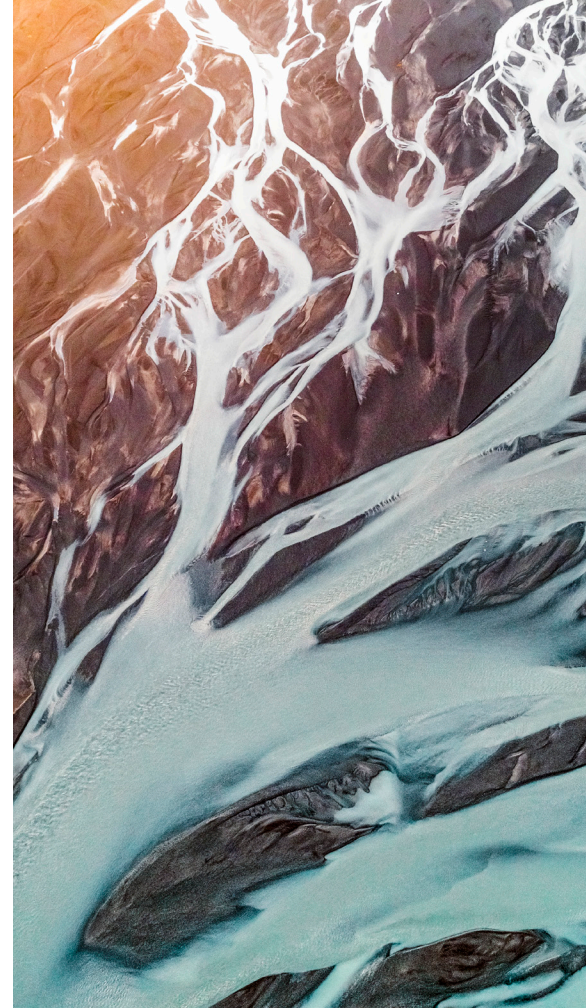
Meanwhile, the world is going through huge changes: political, industrial, economic and societal shifts that make it hard to see what's ahead.

And this global uncertainty has increased the risks for businesses. A recent Bain survey of CEOs shows that their concerns range from geopolitical, regulatory and economic change, to technology disruption, reputation and more complex supply chains.

However, the changes also bring opportunities. So, companies who fail to adapt to this global shift leave themselves open to these risks – falling behind their more nimble competitors and missing out on the potential gains.

But the companies who adapt will be able to use uncertainty to their advantage. Alert to the market, aware of risks and ready to act accordingly, they're in a position to make big wins.

**So, how do your teams and your whole organisation benefit from this advantage?**



Decisions are made at all levels of the organisation. Understanding where we are in the business cycle and what's happening around the world is useful to everyone: economists, engineers, marketers. It's useful for wherever you're standing in the organisation chart.



**Nicolas Clerc**  
Chief economist, Caterpillar, Inc.

# The benefits of an outward looking global approach

In many organisations, business strategies are failing because they ignore the most pivotal part of the business landscape: the market.

But when you're alert to the market and can navigate uncertainty, you can:

- take well-informed decisions, because you can see the big picture
- understand emerging change, so you can focus on what's most important
- anticipate the consequences so you can lead, rather than react
- avoid or minimise the impact of adverse events
- be the first to act on new opportunities

## The road to success

To reach this point, you need relevant information you can trust.

Having the right intelligence helps you and your teams understand the implications of events for your company, your clients and your customers, and shows you how to adapt so you can thrive in the future.

New communication technologies are driving fresh models of leadership that encourage more inclusive decision-making. This makes it vital for teams to have access to the same in-depth knowledge, whatever the field. What's more, this access must be available whenever and however they need it.

Without this tailored, immediate intelligence, professionals are at a disadvantage. With it, they can save time, increase productivity and make better-informed decisions.



### Senior managers, strategists and policymakers

Track global developments; form a big-picture view; inform policy-making; and discover the latest thinking and practices to help shape your strategy.



### Knowledge and communications managers

Understand trending issues, build expertise in your area and communicate effectively, helping to drive productivity and mitigate risk.



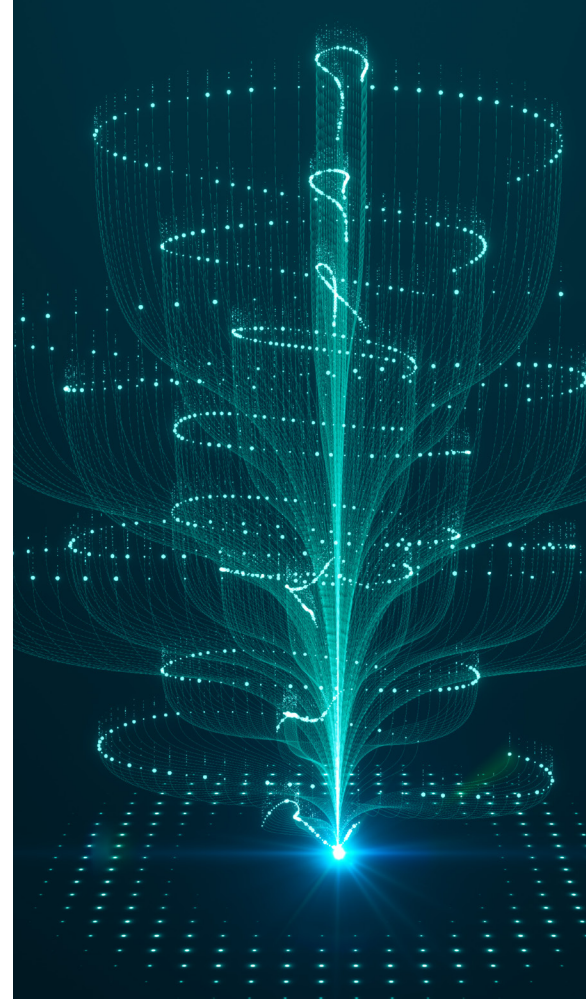
### Client-facing professionals

Learn more about your clients, so you're better placed to identify risks and opportunities, build better relationships, and win and retain more business.



### Finance professionals

From M&A to the money markets, use news, analysis and data that helps you make better business and investment decisions.



I don't have a lot of time to read, but I make time for the FT. It's a brilliant source. I've read multiple sources across multiple political spheres, and the FT is the most balanced. Most people think of the FT for stocks and shares; for me, it's my main source of news.

**Soterios Soteri**  
Chief economist,  
Royal Mail Group plc



# A globally trusted guide

**Leaders are now taking steps to tackle the problem of overabundant and unreliable information. They're putting business resources in place that will instil best practice and sharpen their competitive edge.**

That's why many organisations get their market intelligence from the Financial Times.

Over 4,000 organisations worldwide have an FT Group Subscription. This equips teams with the FT content that's most relevant to them, accessible across multiple platforms.

## Independent

The FT is one of the world's leading multimedia news providers. Editorially independent, it has a global reputation for authority, accuracy and integrity.

With access to the world's leaders, we can ensure every report is directly sourced. We also double-source stories to verify the facts. So, our users navigate critical issues armed with information they can trust.

## Illuminating

The FT illuminates the stories and trends that matter in world affairs, business, finance and politics – all through a uniquely global perspective.

Over 600 journalists report from the world's commercial and political nerve centres. Their expertise ranges from the US financial markets to Chinese social issues and new technology.

## Insightful

So, as well as delivering relevant news around the clock, the FT is also able to provide the authoritative analysis and actionable insights that are vital to decision-makers.

It's this expert analysis that sets the FT apart. It helps professionals to understand what the news means for their organisation, to manage and mitigate risks, and to make better decisions.

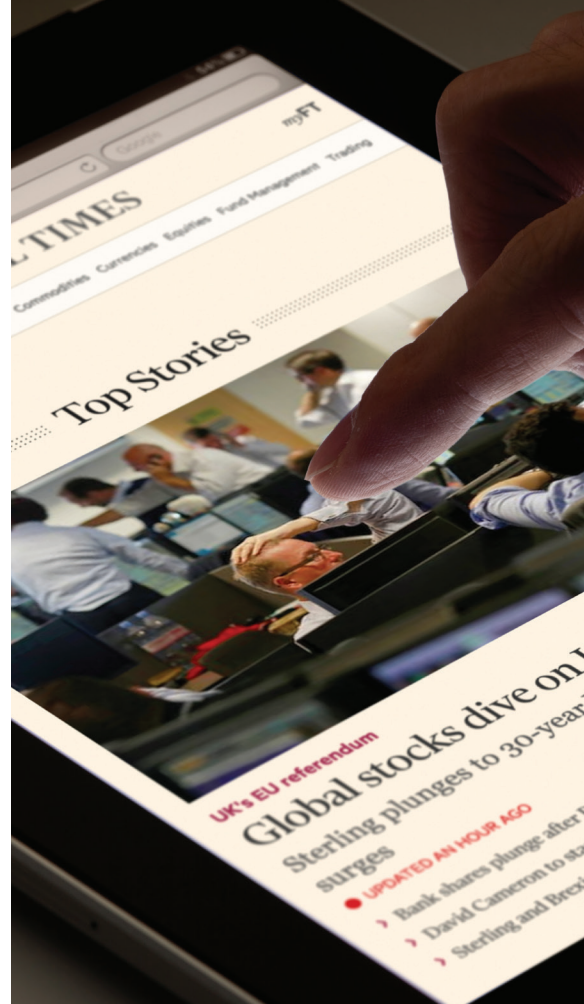


Clients want you to interpret events like elections or oil prices for example and what they mean to the market. To do so without a trustworthy source like the FT would make my job impossible.



**Sandra Dailidyte**

Client senior manager, Brown Shipley



The FT is unique in its international outlook, and the exhaustive coverage is not tied to any locality. For my role, I have to not only have a global understanding, but also to be well-informed on niche insights, depending on who I'm communicating with. The FT provides both.



**Mark Henderson**

Economic affairs officer,  
World Trade Organisation (WTO)



# A powerful tool for your business

An FT Group Subscription gives you a cost-effective way to equip your teams with trusted FT content. They get intelligence that's rapid, relevant and reliable, delivered via the media and technologies that suit you best.

With high-quality information and business tools, your staff can save time, boost productivity and make better decisions, helping your business to grow.

## Advantages of an FT Group Subscription

Our Group Subscription and integration solutions are exclusive to business or institutional customers. The advantages include:



### Premium FT.com

Inform your staff's decision-making with exclusive FT content, including trusted global news, expert analysis, alerting tools, and curated email briefings that deliver exclusive insights.



### Workflow integration

Improve productivity by enabling your teams to access the FT within their existing workflow or platform and via over 60+ news aggregators.



### Dedicated support

Get the most from your Group Subscription, with time-saving tools for users and administrators, and FT Customer Success teams who offer a customised service, bespoke support and training.



### Volume discounts and flexible pricing

Pay only once for access across multiple platforms and receive multiple discounts for group or enterprise access.

This is just some of the content and tools you can use when you join the FT:

- Personalised news tracking, showing staff relevant new stories within their personalised news hub or as tailored email digests
- Informed analysis that improves understanding of clients' and competitors' businesses
- A truly global perspective, supplying the insights you need in a connected world
- Charting tools and stock market information, helping staff research and analyse companies
- Full mobile and tablet access, so staff can stay up to speed wherever they are

## Who has an FT Group Subscription?

- **100%** of the 8 top global Central Banks<sup>1</sup>
- **90%** of the global top 20 Asset Management Banks<sup>2</sup>
- **80%** of the top 50 global law firms<sup>3</sup>
- **85%** of the top 20 globally ranked MBA Programs<sup>4</sup>



As a brand the FT is up there - it is bullet proof, the level of writing it is great, in terms of trust, I would quote an FT article as if it was my own.

**Virad Patel**

Syndicated finance, ING Bank N.V.



## You can choose from a range of FT services, depending on your requirements

Our Republishing services give you the rights to republish our award-winning journalism, helping you to maintain and build your audiences.

# Fully tailored to your needs

**Our Customer Success Managers work with your librarian or administrators to identify the most useful topics and themes for you. They then match the content to your preferred platform and deliver it using the technologies that suit you best.**

Throughout your subscription, you'll receive complimentary bespoke support, which is shown to improve adoption and return on investment.

## Easy integration

Integrating FT content within your existing workflow is convenient and time-saving, helping you improve productivity.

Millions of people read FT journalism via FT.com, mobile phones and tablets. Many of our clients also access FT content through media monitoring agencies and over 60 + news aggregators including Bloomberg, Factiva, LexisNexis and Westlaw.

Specific to Group Subscriptions only, our integration solutions mean you can incorporate personalised content into your existing work platforms – CRM systems, newsletters, intranet portals, virtual learning environments and more. The numerous possibilities are powered by our flexible Application Programming Interfaces (APIs).

As well as offering convenience, FT integration solutions can significantly improve business performance. Leading global law firm Clyde & Co used one of our integration solutions – our FT Headline API – and increased productivity by an average of 32%.

The lawyers saved time spent searching for information by having relevant headlines appear in their workflow and receiving alerts.



We have a culture of learning and thought leadership. The FT is a great tool and should be available to all, not exclusively to senior people.



**Jonathan Kewley**

Co-head, Clifford Chance Tech Group, Clifford Chance LLP

## Helpful tools

Your Group Subscription includes tools to help both users and administrators. Single Sign-On login gives users fast, frictionless access on all their devices, while Knowledge and Administration Tools (KAT) make subscription management easy and efficient.



By integrating content from the FT, tailored real-time news is now delivered directly to our intranet. This provides added value to our internal clients who can now easily be kept up to date.



**Sian May**

Information Office, DWF LLP

# Flexible, fair and cost-effective pricing



Through an FT Group Subscription, we've consolidated purchasing to a single contract for easier management, reduced costs and improved service levels.



**John Beeston**  
Director, Brewin Dolphin

**An FT Group Subscription is not only the most efficient way to equip your teams with premium market intelligence – it's also the most cost-effective.**

The pricing is flexible and fair, because it's engagement-based. This means that only the most frequent readers ('core readers', who read more than 8 articles in any 30-day period) are charged. 'Occasional' readers (those who read fewer than 8 articles per month) are free.

Our licences start at 10 users and we offer volume discounts for multiple readers. You can also choose from team, group or enterprise licences, depending on what you need. All of them help staff to speed up their work, increase their productivity and absorb best practice.



## Core readers

You pay only for readers who need frequent access to our content.



## Access across multiple platforms

You pay only once to access our journalism across multiple platforms.



## Volume discounts

You benefit from a volume discount, as the number of frequent readers increases.

## Compete more effectively

Whatever your role or sector, an FT Group Subscription can give you better-informed staff, better decision-making and better results for your business.

Our expert consultants can assess your needs and help you decide if an FT Group Subscription would be right for your organisation.

Get in touch to discuss the most suitable options for you.



The FT is an invaluable resource for keeping up to speed on global trade and policy, and with myFT I'm able to closely follow the key topics that impact my daily work. The instant alerts, along with the FT's range of email newsletters help me save time on research and I value it as a trusted source of information that provides a range of perspectives.



**Will Mackereth**  
Supply chain director,  
Nestlé Vietnam Ltd.



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