

## How FinancialContent Provides Their Diverse Client Base with Global Equities Data



FinancialContent is a trusted provider of data, news, and services around global equity markets to the media industry. The firm operates a cloud-based platform, CloudQuote, which assists both emerging companies and established enterprises handle their financial data needs. Their platform is unique in that it combines high quality APIs, data, and visualizations from different sources, providing both easy integration and flexibility, empowering media sites, financial analysts, financial advisors, hedge funds, asset managers and investment banks with all the tools needed to build immersive financial products.

### THE PROBLEM

In order to fulfill the data needs of their diverse and demanding customer base, FinancialContent needed to find a data provider that understood their business, was willing to work as a team, and knew what it takes to be a partner in growing each other's businesses. They were also looking for a provider that could offer a broad data coverage since FinancialContent's solutions cover many different asset classes and geographies.

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### THE SOLUTION

FinancialContent discovered that Barchart could act as the synergistic partner they were looking for in supplying them with streaming feeds to power their client solutions. FinancialContent, through the CloudQuote platform, is now able to more cost-effectively and reliably power their client solutions that feature North American equities, European equities, global indexes, and foreign exchange through their Barchart relationship.

"We couldn't ask for more extensive data coverage for the global markets we need," said Mark Dierolf, CEO of Financial Content. "Barchart's flexibility as a vendor, nimble technology, and their ability to quickly onboard additional exchanges per our requirements made it a simple choice," added Dierolf.

"We recognized that FinancialContent was in search of a vendor that could act as a partner and felt our approach was well aligned with their goals" said Mark Haraburda, CEO of Barchart. "We are dedicated to working as a team with our customers in order to ensure we are powering their solutions in the most efficient and effective way possible," added Haraburda.

With wide-ranging coverage of the data they need and can count on, FinancialContent is equipped to fulfill the needs of countless enterprises of every size. To learn more about FinancialContent, please visit [www.financialcontent.com](http://www.financialcontent.com).

Barchart is a leading provider of market data and services to the global financial, media, and commodity industries. Our diversified client base trusts Barchart's innovative Solutions across data, software, and technology to power their operation from front to back office, while our Media brands enable financial and commodity professionals to make decisions through web content, news, and publications.

