TradingTech Insight
From A-TEAMGROUP

# Re-Imagining the Trading User Experience: How Interoperability and AI are Changing Trader Workflows

Commissioned by

LSEG

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# 1. Introduction

# Introduction

The buzz around artificial intelligence (AI) in financial markets and advances in interoperability between applications is bringing new opportunities to trading workflows borne out of the need for greater efficiency and performance. While new technologies are enabling a more seamless experience within trader workflows, the promise of AI is a key driver that's spurring financial firms to revisit their current trader desktops and technology stacks.

With AI and generative AI (GenAI) in particular still nascent in their application to financial markets, traders are justifiably skittish around their role in decision making or trade execution. But by adopting interoperability as a mantra and deploying AI to smooth information flows, trading teams are ushering in a new era of openness and personalisation, resulting in compelling outcomes.

Using a more open approach, innovative firms are realising that they are able to integrate tried and trusted decision-support, order management, analytics and trade execution systems with new and emerging capabilities in a seamless way. At the same time, this approach is supporting unprecedented levels of personalisation, speeding up trader access to key data or analysis, and helping to identify and support trading and investment opportunities.

From a trading perspective, it's now possible to adopt a foundational platform for pre-trade, at-trade, and post-trade tools, all supported by a next-generation user experience that aids in discoverability, integrates across applications and underpins a seamless front to back trading workflow. For many organisations, the result of this modernisation of trading workflows is greater efficiency and time savings, as well as performance benefits as traders generate more value from the data, analysis and systems at their disposal.

This paper looks at how interoperability is impacting trader workflows, and offers examples and guidance on where AI can be deployed to create more value from trader desktops and systems.  It also explores how simplified workflows can significantly enhance productivity, as gauged by metrics such as time savings and the reduction in errors.

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# 2. Today's Trader Desktop

## Today's Trader Desktop

For most traders today, whatever asset classes they trade or marketplaces they are active in, the core workflow in buying and selling is essentially the same, comprising a set of pre-trade, trade and post-trade functions.

As traders everywhere will recognise, this flow of activities is basically the same, whether markets are liquid or illiquid, electronic or manual: Before the trade takes place, traders need to gather information to help decide what action to take – whether that's a share or a currency pair, a bond or derivative instrument. Depending on the asset class, the decision to trade a particular security may depend on price movements, as indicated by real-time market data and analytical applications, some external macroeconomic or geopolitical factor, or merely the culmination of a program of internal assessments.

At the point of trade, the trader interacts with the exchange, counterparty or trading platform, whose form and identify may depend on the asset class or geographical market. Orders may be placed by voice or by electronic messaging, with execution confirmation typically provided in the same way.

Finally, after the trade is executed, transaction details are captured usually electronically and reported to the market, to regulators and to firms' middle- and back-office systems for risk management, clearing and settlement. Ultimately, these transaction details are looped back into the pre-trade decision process, which starts all over again.

While each asset class market may have its own vagaries and nuances, this basic workflow structure holds true for most financial markets globally. But while the process may be the same, the data sources and systems used by traders at different points of the workflow vary widely.

> "The range of systems used means that traders often need to switch between services and systems"

Although the era of six or eight screens per workstation may be fading, this diversity of different specialist capabilities can still take up significant desktop real estate. The range of systems used means that traders often need to switch between services and systems.

At a time where resources were more plentiful, financial markets participants could afford to choose category killers at every link in the chain, deploying the best transaction cost analysis (TCA) provider, the best portfolio management system, the best order management system (OMS), execution management system (EMS) and the best exchange gateway.

Notwithstanding the benefits of such a 'best of breed' approach, that's a lot of different vendor relationships to manage. Some of them may entail arduous onboarding processes, while integration frictions between systems and services can put strains on the capacity of the desktop device, with individual services requiring toggling between screens or browser windows.

The more systems and providers a firm uses, the greater the complexity of the overall set-up. There may be questions of handover of responsibility between systems. They may introduce points of weakness and the opportunity for human error into the workflow, by requiring re-inputting of identifier codes or creating delays as the trader tries to synchronise the market segments or instruments he or she is assessing across a number of systems.

In short, today's trader desktop may work well as an access point to the markets – supporting market data, analytical applications, order execution, deal capture and risk management systems. But it is severely limited in terms of providing streamlined access to multiple services, automation of tasks across systems, and speed of performance. The trading role requires working across different provider solutions, while interacting in a controlled, compliant manner with colleagues, customers and counterparts; traders work within a rich and complicated ecosystem, and the trading workflow of the future will require a more connected experience to bring that ecosystem together.

The emergence of AI techniques, including large language models (LLMs) and GenAI, combined with a growing emphasis on interoperability in system design, can help improve the trading user experience significantly, yielding cost savings, faster time to market/revenue, and enhanced performance of the trading desk overall.

However, practitioners need to take the necessary steps to ensure this approach works for them as regulated entities. The same kinds of discipline apply to AI deployment as they do to traditional financial markets systems: use of deterministic models, application of high-quality and trusted data sets, and confidence in the firm's underlying subject matter expertise.

"The promise of GenAI reflects a powerful shift in the user experience paradigm," says Nej D'Jelal, Group Head, Workspace Platform at LSEG. "Moving from traditional navigation and links based experiences, to a more universally accessible natural language experience powered by large language models with access to deep and broad datasets – ultimately supercharging user discovery, visualisation and action".

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# 3. The Perfect Storm of Interoperability, Collaboration and AI – and What it Means for Trading

# The Perfect Storm of Interoperability, Collaboration and AI – and What it Means for Trading

The growing industry hunger for greater interoperability between systems, applications and data sets, combined with the post-Pandemic acceptance of collaboration tools like Microsoft Teams, are creating the right conditions for adding AI into trader workflows in order to derive the benefits discussed above. With trading workflows underpinned by greater interoperability between functions and 'intelligence' from AI tools, practitioners can introduce higher levels of automation, resulting in better outcomes in terms of efficiency and performance.

Historically, the trading workflow was characterised by very distinct functions. To access news, a trader opened a news display application. For a calculator, Excel or another dedicated programme. To trade, they would turn to a Dealing device or order management system (OMS). For position keeping, the trader turned to Murex or some other trading system.

By adding automation and AI to this workflow, it's now possible to generate next steps to streamline and speed up the path toward trade execution and beyond. Learning from previous actions, the system can now predict next steps without any action on the part of the trader, all enabled by interoperability and AI.

So, for an FX trader looking at the euro-dollar rate, LSEG's Workspace can now look for the factors that caused a price change by scanning relevant data and news, with AI identifying patterns in the data that can explain why a currency is moving. Workspace is a next-generation workflow solution that offers access to an ecosystem of news, data and analytical services designed to support traders in their daily activities.

"It's about making this workflow seamless," says Bart Joris, Head of FX Sell-Side Trading, "but also understanding the next step. If the trader looks at the news and sees something happening in the market, we can check their position, understand what they are trying to do and anticipate their next action. And this is how AI and interoperability come together to support traders as they move through the workflow toward a transaction and beyond."

Workspace's use of OpenFin container technology gives it the level of interoperability that can become the catalyst for streamlining trading workflows. Microsoft's strategic partnership with LSEG in 2022 also means tight integration with the Microsoft 365 suite of applications including, crucially, Microsoft Teams, which allows sharing of ideas and workings with clients and colleagues.

"Microsoft is proud to partner with LSEG to drive the next wave of innovation for customers across financial markets," says Adrian Crockett, General Manager, Microsoft Cloud for Industry. "By combining the strength of our collaborative tools like Microsoft Teams with LSEG's innovative Workspace platform, we're empowering financial professionals to seamlessly navigate complex workflows, using generative AI to anticipate needs and drive better outcomes. This partnership marks a significant step forward in shaping the future of financial services, where technology works hand in hand with human expertise to unlock unprecedented opportunities."

The result is the ability to combine all these capabilities in a way that is non-intrusive. Moreover, the use of Microsoft Copilot will help streamline the workflow and interaction between services even more.

Any deployment of AI needs three key considerations:

1. There must be model explainability and control.
2. There needs to be trust in the data and the documentation exposed to the system.
3. And the firm must possess the necessary domain expertise to ensure confidence with the output of the AI system itself – it's about asking the 'right' questions.

The emerging suite of market-originated AI tools have relevance to a lot of different user groups. While they may not be suitable for the main function of a trader – that is to say, trade execution – there are many opportunities to leverage AI elsewhere in the trading workflow. AI can help ensure that the decisions you're making are more informed by having greater discoverability, greater efficiency, and greater personalisation.

"In the financial service sector, there is a vast amount of information that often remains hidden or underutilised," says Emily Prince, Group Head of Analytics at LSEG. "A significant focus of AI applications, both generalised and specialised, is to tailor this wealth of information to individual needs, delivering it directly and increasingly, pre-emptively. This means presenting relevant information without the need for coding skills and in the trader's own language. While this approach might seem straightforward, it is radically transformative, considering the sheer volume of valuable information that typically goes unused each day."

*Fast and comprehensive pre-trade discovery*

From a demand perspective, finding what you're looking for is different from discovering what you need, which may be unknown to you. Discovery involves recommendations, suggestions, and prompts that allow for more thorough searches within the digital ecosystem.

For instance, a portfolio manager interested in a specific asset class, publisher, or company benefits from knowing peer opinions, trends, and popular information. Discoverability can be enhanced by AI, enabling more effective prompts based on a comprehensive understanding of the information supply.

*Interaction between applications*

Even for trading shops that are advanced from a technology perspective, the challenge is often to move from navigating multiple applications, even if they are intuitive and interoperable, to a truly unified experience. Ideally, this experience would be back end-agnostic to data sources and systems, while rapidly aiding discovery of relevant information and presenting output on the front end in a format that is easy for the user to understand.

Whether it's a summary, aggregation, or visualisation, or even presented in PowerPoint or Excel, the packaging should be digestible and conducive to significant time savings. Concurrent log-ins across different devices – desktop and mobile – can help. And as the marketplace shifts from traditional AI – more established capabilities like machine learning - to GenAI and LLMs there is greater scope for efficiency gains, through labour saving and error reduction.

In the case of LSEG Workspace, integration of OpenFin with Microsoft 365 allows traders to rapidly access all their data sources and tools at the beginning of the day, without having to take time to set up their preferred source choices and configurations. This also supports the smooth passage of information from trading applications like OMS to other systems without the need to re-key and the potential for introducing errors. The result is a continuous flow of activity without actually exiting the tools and applications, a tonic for today's interrupt-driven daily processes.

OpenFin, which supports the interoperability standard, can also power more efficient use of the trader desktop's real estate footprint. By allowing the trader to display only those portions of any given data set, OpenFin reduces clutter – allowing the trader to keep irrelevant or unnecessary information off the screen and optimise the use of space.

*Seamless transition through trading workflows*

Any digital ecosystem consists of a demand side and a supply side. The demand side involves the consumption of information to enable action. The supply side manages production, manufacturing and distribution of that information.
This model applies universally, not just in financial services. Generative AI bridges the gap between the consumption and production of information. This is crucial because content creators, whether sales and traders providing market commentary, researchers publishing analyses, or others involved in content production, must determine relevance, package information meaningfully, and distribute it to the target audience. Today's bridge between demand and supply is multifaceted and complex. However, content producers are now empowered to expedite this process. The use of copilots is one powerful example. A trader might consider pricing a swap to understand the valuation, based on some kind of pricing assumptions. The steps to achieve that are often extremely manual and time consuming. By introducing copilots to the process, and combining them with financial models, the trader can start to realise real speed enhancements, reducing response times from hours for complex pricing or structuring tasks, to minutes and even seconds.

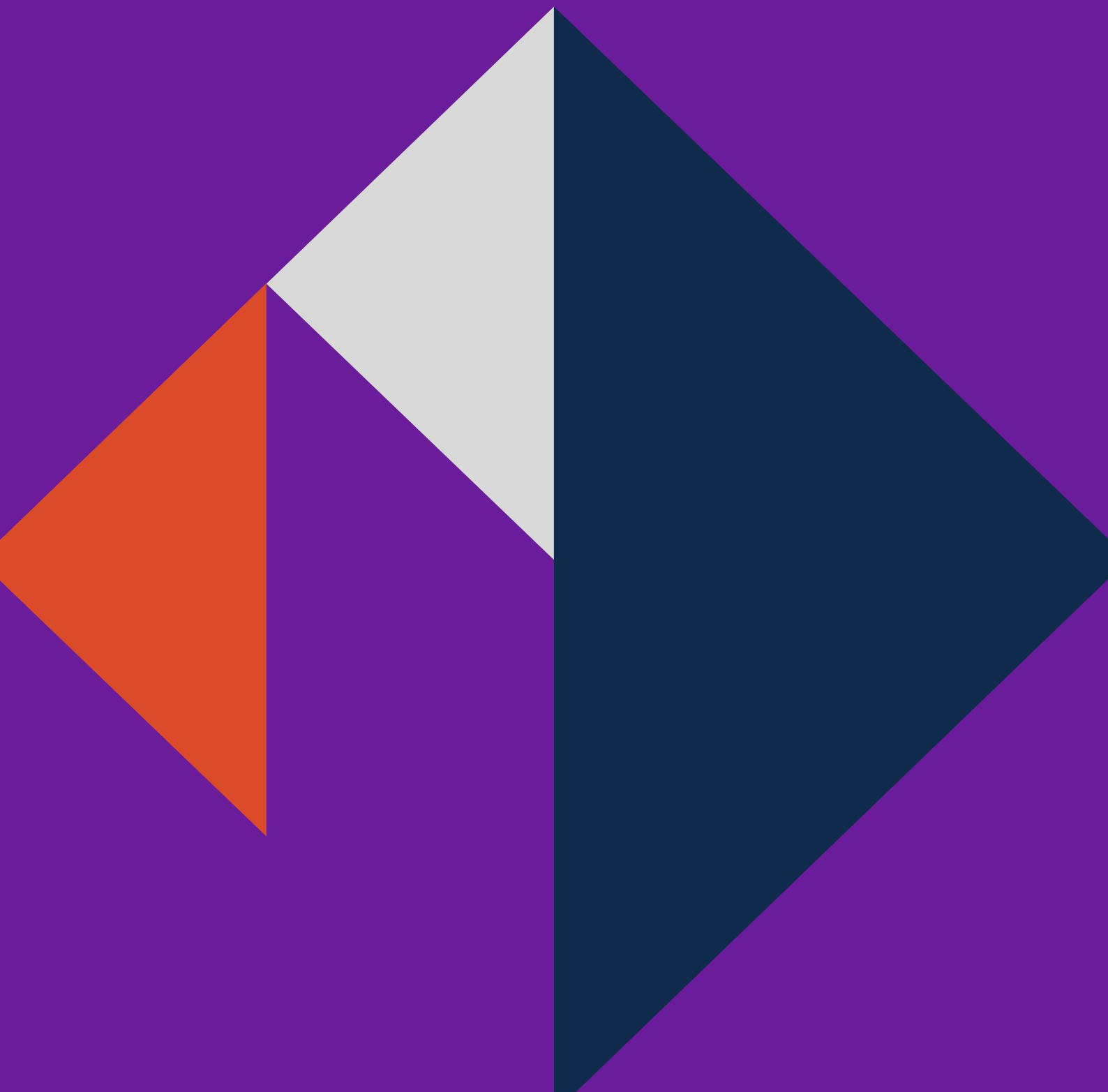
"This extends beyond the scope of the institutional trader," says Borre Wessel, Head of Workspace Platform Technology at LSEG. "For a wealth manager, for instance, trading on behalf of clients, it's important to read the news about certain industry sectors, perhaps on an iPad on the way to the office. They can get on a Teams call with a client, and use our Microsoft Copilot-enabled Meeting Prep function to collect information about potential investment targets and their competitors, analyse forecasts and build a business case, before turning to their trading system to make the trade ."

Aside from the business benefits of these interoperability capabilities, tighter integration and simplified workflows may help make trading and investment more accessible as a career choice for those who have felt intimidated by the arcane terminology and overwhelming complexity. By making the 'tools of the trade' easier to access and use, initiatives like LSEG Workspace strive to take out some of the mystique that may have dissuaded aspiring traders from entering the financial services marketplace.

*Externalising internal communications*

The ongoing acceptance of Microsoft Teams as the collaboration tool of choice for financial services users offers incredible scale and reach across devices, both desktop and mobile. The addition of the Gen AI-based Microsoft Copilot tool is aimed at shifting the emphasis up the value chain, particularly for financial markets users through its investment partnership with London Stock Exchange Group (LSEG). The acceptance of Teams by financial institutions can be as an opportunity for market structure evolution towards a more open approach to access and chat, by offering the compelling combination of appropriate content, utilities for action and execution, and access to the community.

# 4. Translating into Real-World Experiences



## Translating into Real-World Experiences

The power of this emerging set of capabilities should not be underestimated. It has applications through the length of the trading workflow from pre-trade to post-trade. But more than simply ensuring the smooth transition of a trade through its various phases, this approach can draw additional inputs to add value, and apply outputs where required to realise other ambitions. And of course, these principles apply across asset classes with similar workflows.

Financial services as an industry maintains an extraordinary wealth of information that isn't easily discoverable or used. In an attempt to unlock the value of that information, practitioners are now applying GenAI to their discoverability capabilities, and how they use the data when they find it. And while this may seem an obvious place to start, the extent of the information that lies unused on a daily basis makes this a major and radical initiative. The insights that can be gleaned if that information can be organised and made more accessible can add significant value for the financial enterprise.

Moreover, there is the potential for major benefits from a workflow perspective. Traders are always looking for information that noone else has, in the belief it can give them an edge in the marketplace. The kind of discoverability made possible by GenAI is extremely powerful for someone looking to execute with some kind of natural advantage.

> "Financial services as an industry maintains an extraordinary wealth of information that isn't easily discoverable or used."

LSEG's new AI Insights is a good example. The tool offers discoverability with a focus initially on LSEG's Lipper and Yield Book analytics services, but extends into the underlying information upon which these services are based, both documents and API-based content, neither of which have been accessible before.

Navigating vast data sets to seek out unique or valuable elements is another way firms are leveraging AI in their pre-trade workflows. LSEG Workspace can provide access to some 10,000 news and data sources. Combining news with content like filings and transcripts is now feasible in the pre-trade context, where before these data sets have been accessed separately, making manual integration challenging and often too slow to be of use to traders.

LSEG is bringing interoperability to news and adjacent content sets, allowing users to go deeper into the content, allowing search by specific sectors, portfolios and individual securities, thereby supporting a deep level of personalisation.

"News is what moves markets and it should be accessible wherever and whenever users need it," says Shari Jacobson, Head of News Product Management at LSEG. "But news is more than just traditional news wires and includes videos, transcripts, filings, research, and events. Traders are inundated with vast amounts of this content, making it challenging to filter out noise and focus on relevant information. GenAI can help by aggregating, summarising and prioritising news based on users' preferences and interests. By giving traders what they need, when they need it and in the way they want to consume it, Workspace helps them dissect the news and make better trading decisions."

Building on this approach, traders are starting to augment their own unique perspective with external factors from the marketplace. The ability to rapidly respond to a market event based on an analysis that can draw upon unique data sets and proprietary views can be compelling. And so some traders are beginning to build LLMs and other AI systems that reflect their proprietary stance on market situations and offer perspective and analysis of market developments as they occur.

At LSEG, a new partnership with transaction cost analysis (TCA) specialist TradeFeedr is allowing clients to loop back their post-trade execution quality assessments to introduce greater predictability in their pre-trade liquidity seeking efforts. So, a trader with a significant order to fill may have the choice of several sell-side trading algorithms but will be constrained by best execution considerations. The trader can use TradeFeedr to assess which venue has the best chance of filling the order according to a range of quality parameters, all based on past experience.

Equipped with pre-trade decision support tools like TradeFeedr and others, LSEG Workspace can offer AI-powered ticket generation for sending orders through LSEG's trading systems, like Advanced Dealing and FXall for the foreign exchange markets (see LSEG Workspace for FX Trading box), and Tradeweb for the institutional bond markets. Again, the benefits include speed, mitigation against the risk of 'fat-finger' errors and operational efficiency.

With the trade done, and tickets automatically generated by the trading platform in question, the transaction details are passed to appropriate risk management and reporting systems, and on to clearing and settlement platforms. One additional wrinkle is the ability of post-trade applications like TradeFeedr to analyse the execution and pass the assessment back into the pre-trade environment as an input into the next set of trading decisions.

"FX is a good example of what can be done," says Jon George, Head of Trading at LSEG. "We can build capabilities for this asset class that can be repurposed elsewhere across the spectrum of other asset classes. Workflows for FX can be relatively easily repurposed for fixed income and commodities. The foundation stones are the same, notwithstanding the types of asset classes and the regulatory jurisdictions."

This approach underpins LSEG's commitment to multi asset class, a strategic pillar of its approach to financial markets. "Over the past 30 years, technology and financial markets have evolved at a slightly different pace and in slightly different ways when viewed asset class by asset class," says Holden Sibley, Head of Strategy for LSEG Workflows. "But when you step back and look, that generic trade flow – from idea generation to instrument selection, to liquidity sourcing, to order execution and the matching process, through to post trade – is very similar whether you're talking about a share, a bond, a currency or a commodity."

## LSEG Workspace: Optimising Workflows in FX Trading

A day in the life of a foreign exchange trader within the LSEG Workspace ecosystem illustrates how advanced technology, data and analytics can be applied to navigating the complexities of the global currency markets. We'll follow a trader, let's call her Emily, as she navigates her work day using LSEG Workspace.

Emily's day begins with accessing the FX impact intelligence tool within LSEG's Workspace platform. This tool harnesses artificial intelligence (AI) to provide real-time insights into market movements and currency fluctuations. Instead of manually searching for relevant information from multiple separate services, Emily receives curated updates on currency movements, central bank announcements, and other market-moving events directly through the platform, using tags to prioritise specific areas of interest. This enables her to stay informed and make timely decisions without the need for extensive research and to receive alerts of important developments as they are reported.

Having identified a possible trade, Emily opens the LSEG Advanced Dealing facility through Workspace. Leveraging AI, the system provides predictive insights and streamlines the trading process. This allows Emily to focus on her trading strategy while the platform takes care of administrative tasks, such as AI-powered deal ticket generation, integrated seamlessly with the platform.

One of the key features of Advanced Dealing on Workspace is its conversational dealing functionality. This allows traders to communicate and negotiate trades with counterparties in real-time through a chat-based interface. Natural language processing (NLP) algorithms analyse these conversations, extract relevant information, and generate trade tickets automatically, eliminating the need for manual data entry and ensures swift execution of trades.

As Emily executes trades, she leverages the platform's interoperability with external systems and data sources. Whether accessing liquidity pools or conducting electronic trading via the FXall platform, Emily can seamlessly navigate between different tools and workflows within the Workspace ecosystem. The platform's cloud-based architecture ensures scalability and reliability, enabling Emily to execute trades with confidence.

Throughout the day, Emily also benefits from LSEG partner TradeFeedr's analytics and integrated TCA capabilities within the platform. In the pre-trade environment, Emily uses Tradefeedr analytics to determine the best method of execution -- i.e., algo or RFQ, as well as which providers to execute with for optimal execution. Post-trade, by analysing trade execution performance against various benchmarks and metrics, Emily can assess the effectiveness of her trading strategies and optimise her decision-making process. This holistic approach to TCA allows Emily to identify areas for improvement and refine her trading approach over time.

From accessing real-time market insights to executing trades and analysing performance, the Workspace platform represents a transformation in the way traders approach foreign exchange trading. By leveraging advanced technology, AI-driven insights, and interoperable workflows, Emily can navigate the complexities of the currency markets with confidence and efficiency.

LSEG's foreign exchange solutions portfolio, anchored by the innovative Workspace ecosystem, represents a paradigm shift in the way traders engage with the currency markets. By harnessing the power of AI, NLP, and interoperability and personalisation, traders can optimise their workflows, make informed decisions, and stay ahead in an increasingly competitive landscape. With capabilities extending across other asset classes, LSEG is poised to revolutionise the way traders interact with financial markets, driving efficiency, and enabling better outcomes for all stakeholders.

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# 5. Maximising Trader Benefits through Integrated Solutions

# Maximising Trader Benefits through Integrated Solutions

Institutional trading today operates within a dynamic ecosystem, where openness, speed, efficiency, collaboration, and personalisation are key factors in improved outcomes. By leveraging innovative new technologies and integrated platforms, traders can unlock a range of benefits that enhance their workflow and decision-making processes, ultimately improving efficiency and ensuring success.

*Openness*

The concept of openness is a key tenet of modern trading platforms, enabling seamless integration of diverse tools and services. Platforms like LSEG Workspace prioritise openness, allowing traders to access a wide range of functionalities without the constraints of proprietary systems. Through access to best-in-class capabilities in a seamless way, traders are able to tailor their tools to meet their specific requirements.

*Discovery*

Using co-pilots and other AI-supported tools, traders can benefit from enhanced discoverability, effortlessly gaining access to critical information and insights they may not have been even aware of previously. Through intuitive interfaces and advanced search capabilities, traders can efficiently navigate vast datasets, market news, and analytical tools. Integrated platforms like LSEG Workspace facilitate proactive information discovery and delivery, enabling traders to stay ahead of market trends, identify opportunities and make informed decisions in real time.

*Speed*

Even outside of the fast-paced world of institutional high-frequency trading, speed continues to be an essential ingredient of any trading technology solution. Traders need high-performance platforms that can execute trades swiftly and reliably, minimising latency, slippage and market impact. Advanced technologies such as AI-driven algorithms and optimised trade execution systems ensure rapid order processing, enabling traders to capitalise on market opportunities with precision and agility, while maintaining a high fill rate.

> **"Openness, speed, efficiency, collaboration, and personalisation are key factors in improved outcomes."**

*Performance & Resiliency*

Robustness and reliability are paramount in trading applications, where even minor disruptions can have significant financial implications. Modern platforms prioritise performance, leveraging resilient architectures and stringent risk management protocols to safeguard against downtime and operational errors. By maintaining a balance between innovation and stability, traders can execute trades confidently while mitigating systemic risks.

*Efficiency & Collaboration*

Seamless collaboration and operational efficiency are critical for optimising trading workflows. Integrated platforms streamline communication channels and automate routine tasks, reducing manual errors and enhancing productivity. Features such as AI-driven surveillance and compliance tools enable proactive risk management, ensuring regulatory compliance and minimising operational disruptions and regulatory censure.

*Personalisation*

Tailored experiences are essential for meeting the diverse needs of individual traders. Integrated platforms leverage AI and machine learning algorithms to personalise user interactions, delivering relevant insights and recommendations based on historical behaviour and preferences. From customised search results to adaptive trade execution strategies, personalisation enhances user engagement and satisfaction, driving better outcomes for traders.

*Opportunity Identification*

Traders can capitalise on emerging opportunities through innovative platform ecosystems that foster collaboration and experimentation. By embracing a consumer-producer model, modern platforms enable traders to access a wide array of third-party tools and services, driving innovation and differentiation. This creates a vibrant marketplace where traders can explore new strategies, products, and partnerships to stay ahead of the curve.

What's clear is that the convergence of advanced technologies and integrated platforms is reshaping the institutional trading landscape, offering unprecedented opportunities for traders to thrive in a dynamic and competitive environment. By harnessing the power of openness, discovery, speed, performance, efficiency/collaboration, and personalisation, traders can unlock new levels of efficiency, agility, and profitability, driving sustainable growth and business success.

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# 6. Introducing LSEG Workspace

# Introducing LSEG Workspace

LSEG Workspace represents a significant step forward in how institutional traders interact with their workflows. The platform, designed based on a deep understanding of user personas and underpinned by strategic partnerships with Microsoft and OpenFin, aims to optimise workflows, enhance productivity, and provide a unified user experience across various trading activities.

One of the key aspects of LSEG Workspace is its integration of various experiences within the ecosystem to provide a foundational platform that allows traders to seamlessly navigate through different stages of trading activities, from analysing market data to managing post-trade processes. By consolidating these tools into a single platform, LSEG Workspace streamlines workflows and reduces the need to switch between multiple applications, thereby saving time and improving efficiency.

LSEG Workspace has been designed to offer a transformative opportunity in terms of tangible productivity gains. This entails leveraging natural language processing (NLP) capabilities to enable more intuitive interactions, backend-agnostic access to data sources and systems, and the rapid discovery of relevant information. By providing users with actionable insights presented in a format that is easy to understand, such as summaries, aggregations, or visualisations, the platform facilitates informed decision-making and helps reduce the risk of errors.

The strategic partnerships with Microsoft and OpenFin play a crucial role in realising the vision of LSEG Workspace. Microsoft's scale, reach, and expertise in generative AI complement LSEG's capabilities in data and analytics, enabling the delivery of simplified workflows, AI-driven user support, and broader community access. Meanwhile, OpenFin's desktop deployment capabilities and focus on interoperability alleviate installation burdens for customers and facilitate the seamless integration of native applications into the platform.

LSEG Workspace represents a shift in how institutional traders optimise their workflows. By integrating various tools and experiences into a unified platform, leveraging AI for personalisation and proactive suggestions, and forging strategic partnerships with industry leaders like Microsoft and OpenFin, LSEG aims to enhance productivity, streamline workflows, and provide a superior user experience for traders across different asset classes and market segments.

# 7. About LSEG

## About LSEG

LSEG is one of the world's leading providers of financial markets infrastructure and delivers financial data, analytics, news and index products to more than 40,000 customers in over 170 countries.

We help organisations fund innovation, manage risk and create jobs by partnering with customers at every point in the trade lifecycle: from informing their pre-trade decisions and executing trades to raising capital, clearing and optimisation.

Backed by more than three centuries of experience, innovative technologies and a team of 25,000 people in over 60 countries, we are driving financial stability, empowering economies and enabling you to grow sustainably.

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