



# THOMSON REUTERS EIKON INTERNAL POCKET GUIDE



THOMSON REUTERS™

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# Introduction from David Craig



In Financial & Risk, we connect and power the global financial community with the principles of trust, openness and innovation. Our flagship brands are the critical proof points of these principles.

With Eikon v3, we saw them come to life – a step change in usability and data visualization that brought features and capabilities to our

customers that they didn't know were possible. By the end of 2013, we had just over 120,000 Eikons installed at customer desks. That's an increase of nearly 200% in just one year – and it's testament to the strength of our vision, and the drive of the people behind it.

Now, after thousands of hours of design, development and testing, we've enhanced our offering yet again with Eikon v4. It delivers an incredibly intelligent and intuitive desktop and mobile environment that will improve the way our customers work – integrating more seamlessly into their workflows and offering outstanding new capabilities across markets and asset classes. It will help them to make faster, smarter decisions and unlock more profitable opportunities.

I wanted to take this chance to thank everyone in our F&R business who has contributed to the delivery of Eikon v4, and who are part of this incredible journey. Your efforts are helping us to deliver real value to our customers, and to accelerate our growth. Thank you.

Finally, I want to deliver a rallying call to our Go To Market teams. With this latest version of Eikon – not to mention the other new content and functionality available across our platforms – you have a real opportunity to take Thomson Reuters to Number 1. Take that opportunity, and make 2014 a winning year.

A handwritten signature in black ink that reads "David Craig". The signature is fluid and cursive, with a large, stylized 'D' and 'C'.

**David Craig**  
President, Financial & Risk

# Delighting our customers with Eikon v4



For the past 18 months, the guiding principle for the Eikon team has been simple – a laser focus on delighting customers. Our customers demand a lot – performance, agility, choice, usability – and of course broad and deep content and functionality.

We delivered more than 400 enhancements and additions to Eikon in 2013, many of which were developed

through close collaboration with these customers – either through our business partners in the sectors, or directly with the customers themselves. We got smarter and faster and delivered more – improving our back-end infrastructure and deployment capabilities, reducing response times for critical screens, and pushing out more server-side releases. All of this has helped to lay a fantastic platform for Eikon v4 – our most exciting, powerful, user-friendly release of Eikon yet.

With Eikon v4, we really are empowering and connecting our customers in ways that no one else does. And we believe the enhancements we're delivering will fundamentally change the way people interact with their market data and analytics.

How? Well, at the heart of Eikon is the advanced, intuitive user experience that it delivers. In this guide you'll find more on the key features that deliver this experience: like a new, unique floating toolbar that allows users to optimize the use of their desktop real estate; enhanced thin-client browser access; and user-defined workspaces that allow critical information to be intelligently snapped together and viewed, quickly and easily.

And there are some really exciting features unique to Eikon. Like the new social media monitor app – where users can track social media activity across Twitter and StockTwits in real-time, monitoring volume and, importantly, analyzing sentiment. In an age where a single tweet can kick-start a market shift, it's an awesome tool. Or the new Chromium plug-in – where Eikon data is always at your finger tips as you browse.

Above all is the performance and the accessibility that Eikon v4 offers:

- faster start up times
- sub-second load times for many commonly used views and apps
- cloud capabilities for storing user workspaces
- ...and more server-side releases and updates, simplifying customer support and speeding up rollout of new features and functionality.

Our investment in our technology is effectively giving our customers real competitive advantage.

I am incredibly proud of what we've achieved with Eikon v4 – and of all the people who have helped to make it happen. Buy-side or sell-side, our customers are going to be totally wowed by what we've achieved – in fact, we're already getting tremendous positive feedback from customers using Eikon v4. And there's always more to come – as you know, we're always working on the next enhancement, the next innovation. It's going to be an exciting 2014!

**Albert Lojko**

Global Head of Desktop (Eikon)



Our new social media monitor app: unique market analysis for a social age.



## MORE INTELLIGENT

- **Intuitive new workspace and App library**

Includes a new floating command bar and flexible, open environment that allows users to design unlimited workspaces from their preferred apps and views. Apps, views and workspaces can also be grouped, stacked and linked together, optimizing desktop real-estate and aiding information retrieval, analysis and manipulation. The app library also enables fast access to relevant and recommended apps, based on user roles.

- **New industry viewing and visualization capabilities**

A new app that surfaces relevant industry activity through a single, highly visual dashboard that collates and presents relevant industry-specific news, research, prices, events and performance indicators. Users can quickly gauge the characteristics and trends of a given industry or sector.

- **Enhanced Search and AutoSuggest**

New intuitive search capabilities mean that the results of natural language queries are automatically displayed in advanced features such as calculators and charts. For instance, if a user types "IBM vwap 10:30 to 10:35", the answer will immediately be presented in the VWAP calculator. In addition, the integration of AutoSuggest across contexts means faster, clearer results across all features in Eikon.

- **Microsoft Office capabilities**

Eikon's Microsoft Office add-in allows users to exploit the analytical and presentational potential of Thomson Reuters content in applications such as Excel and PowerPoint. It includes Excel tools to facilitate deep analysis of premium content sets including Fundamentals and I/B/E/S Estimates. In addition to Excel, productivity features are available to bring exhibits seamlessly from Excel into PowerPoint and Word with the ability to auto-refresh.

- **Multi-portfolio dashboard**

A new app that allows users to monitor intra-day performance quickly and intelligently across multiple portfolios and benchmarks.

- **Improved charting features – new modes, tools and analysis**

Users can now access a new Chart List mode for indices and portfolios, meaning they can quickly scroll constituent data without having to know codes, as well as do quick rebasing and relative performance studies. A new Chart Split mode allows users to see multiple charts in a single screen, without having to change settings and instruments.

## **MORE INFORMED**

- **Social Media Monitor**

Allows users to track commentary and sentiment on companies, products and events across Twitter and StockTwits. Users can view and analyze sentiment over time, track tweet volume and even view individual tweets within Eikon. Users can also set multiple parameters, allowing them to compare companies and topics and view outliers at a glance.

- **Macro-Economic Explorer**

A new app that allows users to identify and explore global economic trends, risks and opportunities. Economic data can be screened against over 80 criteria and analyzed using a variety of visualization tools. Data includes unique Sovereign Fragility indices from Fathom Consulting, as well as macro indicators and forecasts from Oxford Economics and World Bank WDI – all powered by Thomson Reuters Datastream.



- **News Monitor App**

Displays streaming headlines for companies, topics and keywords. Users can search and create filters to monitor headlines, and customize their display by highlighting entities, words or topics to quickly access important items.

- **Reuters Insider – now inside Eikon**

Reuters Insider offers unique video commentary, key interviews and analysis on global market trends and issues. Available 24/7, content is delivered not only by Reuters news professionals, but by leading financial institutions and media partners across the globe. Users can now access all this content within Eikon directly from their Top News and Country Guides pages.

- **Advanced analytics with Signal app**

Signal is an advanced technical analysis capability that lets users monitor a list of securities in real-time against a set of technical criteria, and immediately notifies them when a security meets one or more of the conditions. In addition to creating proprietary customer criteria, users can access over 300 pre-defined formulas.

Source	Date	Headline
Reuters	21 Dec 2013	Iraq Kurds export first heavy oil to global market OIL & GAS
Reuters	21 Dec 2013	REPEX EXCLUSIVE: China may raise top oil imports with new contract sources
Reuters	21 Dec 2013	CHINA EMERGENCY LINEER & 10 SUPPLY FACT WITH NGC TO LEFT ABOUT 200,000 BPD THROUGH END 2014 - SOURCES
Reuters	21 Dec 2013	CHINA STATE TRACKER ZHANG ZHENHONG TO EXTEND RUN ON TERM DEAL AT 2014 IPO - SOURCES
Reuters	21 Dec 2013	CHINA ZHANG ZHENHONG TO TALK WITH NGC FOR A NEW CONTRACT TO BUY LIGHT CRUDE FROM 2014 - SOURCES
Reuters	24 Dec 2013	RPT EXCLUSIVE: Assa's secret oil thefts: Iraq crude from Egypt
Reuters	23 Dec 2013	EXCLUSIVE: Assa's secret oil thefts: Iraq crude from Egypt
Reuters	23 Dec 2013	ANALYSIS: Canadian oilfields dig in as pipeline deadlock looms
Reuters	23 Dec 2013	Egypt says to complete \$1.5 bn payment to oil firms this week
Reuters	29 Dec 2013	Europe oil refining gains back with growth plan OIL & GAS
Reuters	29 Dec 2013	UPDATE: 2 Canada regulator urges approval of oil export pipeline
Reuters	29 Dec 2013	UPDATE: 3 Canada ventures into Europe's aging refining sector
Reuters	29 Dec 2013	UPDATE: 2 Canada regulator urges approval of oil export pipeline
Reuters	29 Dec 2013	UPDATE: 3 Canada ventures into Europe's aging refining sector
Reuters	29 Dec 2013	FACTBOOK: U.S. oil production to approach record high - EIA outlook
Reuters	29 Dec 2013	RPT UPDATE: 2 Global boom could bring record US oil output in 5 years - EIA
Reuters	29 Dec 2013	U.S. shale oil production to peak in 2021 at 4.8 mtpd - EIA

News Monitor App: relevant news, fast

## MORE CONNECTED & MORE OPEN

- **Share more with Eikon Messenger**

Enhanced sharing features mean that any Eikon object can now be shared through Eikon Messenger. Charts, news items, calculations etc. can all be shared at the click of a button, and users can attach a personal message to the object.

- **More connections, more quickly**

With Command Line messaging, users can send quick messages to colleagues and clients simply by using the main search box in the command bar. Messages can be sent to individuals and groups, including via Chat-to-Email. The extended open people directory also now allows users to find and connect with individuals both within and outside the Thomson Reuters Eikon network (see section 8 for more details).

- **My Briefcase**

My Briefcase allows users to collect items in the Eikon desktop, and have them synchronized and available on their mobile – whether offline or online. Transcripts, briefs, research, news and filing documents can be added from the desktop and then accessed directly via the user's mobile device.

- **Chromium Plug-In**

A new Chromium browser plug-in ensures that Eikon is able to be with you while you browse – offering you instant, relevant news and information on companies and events as you move through third party sites and content.

- **New Messenger Alerts**

Users can now set Eikon alerts to be delivered directly via their Eikon Messenger accounts, meaning that they have immediate access to important information and news while on the move.

# Technical requirements for Eikon v4

Eikon v4 requires a specific set of PC requirements to be met in order to install correctly. This table, right, outlines these requirements. Users not meeting these specifications will NOT be able to install Eikon v4. Please also note that optimal performance for Eikon v4 requires 8MB RAM.

Those customers on Early Access are aware of these requirements. All other Eikon customers will be sent these details via direct email communications in January and February.

Further information and more detailed software specifications can be found on the Customer Zone and the Hub.

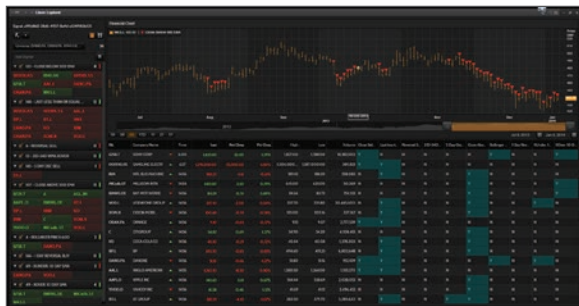
Windows 7	Windows 8
<b>OPERATING SYSTEM</b>	
Enterprise Professional Ultimate Home Premium Service Pack 1 supported	Basic Enterprise Pro 32-bit and 64-bit versions
<b>REQUIRED HARDWARE</b>	
Intel Core Duo, 2.4 GHz or higher 4GB RAM* 1.6GB disk space Colour depth 32-bit	Intel Core Duo, 2.4 GHz or higher 4GB RAM* 1.6GB disk space Colour depth 32-bit
<b>RECOMMENDED TEMPORARY INTERNET FILES SIZE</b>	
250MB (Required: 50MB)	250MB (Required: 50MB)
<b>MICROSOFT OFFICE</b>	
Microsoft Office 2007 SP2 + KB968863 or KB2345035, SP3 (32-bit) Microsoft Office 2010 + KB2405840 (32-bit), SP1 (32-bit and 64-bit) Microsoft Office 2013 (32-bit and 64-bit)	
<b>INTERNET EXPLORER</b>	
IE8, IE9, IE10	
*8GB of RAM is recommended for the 64-bit versions of Windows 7 and Windows 8 operating systems.	

# USPs by Market/Sector

Thomson Reuters Eikon is unrivalled in the breadth and depth of its news, content and analysis.

In addition to the extensive cross-asset enhancements and additions available in Eikon v4, there are a range of market sector and asset class-specific unique selling points that make Eikon an exciting proposition for our various customer groups.

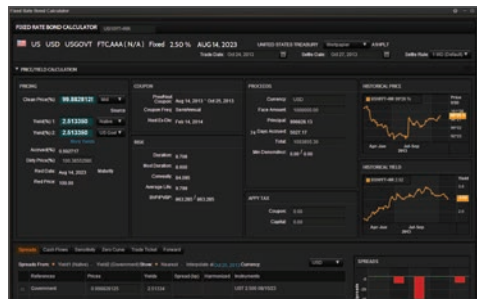
This section outlines some of these USPs. It is not designed to be an exhaustive list. All of the information contained in this guide can be found in more detail on SMART. Throughout January, if you navigate to the Eikon SMART homepage and you will find a range of sales support tools, including updated brochures, battlecards, top tips documents and more.



The new Signals app: advanced technical analysis and real-time monitoring

## CREDIT

- Unrivalled breadth of content, including the most important price sources**  
 Our pricing and trade data covers liquid and illiquid securities, CDS, ESG data and loan pricing.
- Best coverage of new corporate bond issue announcements**  
 IFR New Issue Monitor announces more new corporate bond issues than anyone else.
- Clear forward-looking commentary and unique real-time insight from IFR Markets**  
 Our IFR Markets Credit team of ex-market traders and analysts are the acknowledged market leaders in credit markets analysis and commentary.
- Breakthrough default probability models**  
 With a unique and multi-disciplinary approach, our StarMine models combine the Merton model with our proven forward-looking weighted consensus estimates, and quantitative analysis of text.
- CreditViews**  
 Composite views across all credit asset classes including price discovery, outstanding debt and debt distribution, issuer ratings, CDS, analytics and equity data.

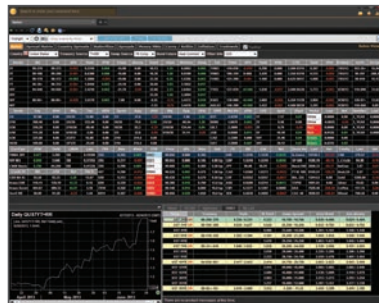


The newly designed, cleaner Bond Calculator

- Unique ownership data and tools for business development**  
 Unique eMAXX Bond Holders fixed income ownership and institutional investor profile data puts new opportunities at our customers' fingertips. They can quickly pinpoint the right managing firms and the relevant portfolio managers.

## RATES

- **Unprecedented market discoverability with our unique G40+ x 40 Year Rates Views.**  
Customers can rapidly find information with Rates Views – and quickly compare multiple markets and sources for both spread and curve trading.
- **Exclusive real-time market data from Tradeweb**  
Sourced from over 45 leading dealers.
- **Breakthrough Butterfly and Cost Carry Analytics screens powered by real-time data**  
Butterfly and Carry Roll Down is powered by real-time data – not end-of-day prices that are unreliable in volatile markets.
- **Clear forward-looking commentary and unique real-time insight from IFR Markets**  
Our IFR Markets Rates team of ex-market traders and analysts are the acknowledged market leaders in rates markets analysis and commentary.
- **Unique ownership data and tools for business development**  
Unique eMAXX Bond Holders fixed income ownership and institutional investor profile data puts new opportunities at our customers' fingertips. They can quickly pinpoint the right managing firms and the relevant portfolio managers.



Exclusive data from a wide range of sources

## EQUITIES

- **More news stories, exclusives and commentary than anyone else**

Our deep relationships uncover the news that moves global equity markets, and Reuters BreakingViews offers expert commentary on key developments.

- **360° Views of a Symbol's Trading Indicators**  
Company Views provide a single place to access key trading data.



New Index Movers app, showing which stock/sector is impacting markets

- **Access to the widest range of cross-asset data that impacts equities markets**

From FX and Money Markets prices to Fixed Income, Commodity Fundamentals and Economics to specialist content.

- **More depth, more venues with Eikon powered by Elektron**

Blended Order Books, Blended Time and Sales, and VWAP calculations give you the world's most comprehensive view of liquidity.

- **Unparalleled flexibility to match the way you work**  
Custom screens and the dynamic linking of objects match a diversity of trading needs.

- **Equity Screener, I/B/E/S and SmartEstimates**  
A powerful combination of analytics and ranking criteria.

- **An unrivalled contact database to identify block ownership**

StreetSight is the largest global database of 150,000 contacts, 17,000 buy-side institutions and 50,000 funds.

## AGRICULTURE

- **Act before the market moves, with breaking Reuters news stories**

With 220 specialist commodities reporters who have unique access to informal information sources, we can be more accurate and more relevant. So clients regularly receive exclusive and timely stories that impact prices.

- **Take profitable positions early with proven crop forecasting**  
Thomson Reuters Lanworth has a record of consistently accurate early crop forecasting. Our forecasts combine unique datasets, such as satellite imagery and models of crop rotation, plus extensive field data.
- **See it first on Interactive Map**  
Interactive Map is the fastest, most direct way to see the key factors that affect the agriculture supply chain and prices. Users can view infrastructure, analyze production, and track key impact factors such as weather and shipping.
- **Comprehensive fundamentals data**  
Thomson Reuters Eikon provides a consolidated set of current and historical agricultural supply and demand data as well as forecasts – giving clients a deep insight into both the physical and futures markets.

- **Tailored weather displays**

Agriculture Weather Dashboard provides fast, comprehensive and relevant weather information. Instantly and intuitively see how growing conditions are changing over the season.

- **Exclusive distributor of NOPA's monthly soybean crush data**

The NOPA data reports soybean processing ("crush") information covering the world's most important soybean growing and exporting nations.

- **Understand what is going where and when**

Agriculture Flows uses a combination of vessel tracking, fixtures, editorial, customs and port inspection data to identify agriculture cargo movements and track the major flows from the US to global discharge points.

- **Global Agriculture Forums**

Our Global Agriculture Forum and Global Softs Forum are invitation-only, editorially moderated, news forums and discussion rooms covering key trends and market issues.



## ENERGY

- **Harness the power of news**

More than 220 seasoned, on-the-ground commodities journalists covering the full spectrum of energy production, consumption and distribution. Our industry respected columnists provide independent forward looking commentary and detailed technical analysis of the energy markets.

- **Exclusive Fundamentals**

Covering a wide range of supply and demand information across the energy commodities spectrum – giving deep insight into the physical markets. Coverage includes power, gas, crude, coal, emissions and shipping.

- **Build a complete picture of the market on Interactive Map**

Interactive Map is the fastest, most direct way to see the key factors that affect the energy supply chain and prices. Users can view infrastructure, analyze production and output, monitor performance and track key impact factors.

- **Keep on top of the supply chain and see the physical flows**

Oil Flows provides a single database of oil cargoes and their movements. Customers can view these on a graph,

in a spreadsheet or on the Interactive Map – and know early where supplies are moving and where imbalances are imminent.

- **Independent research and forecasts**

In-depth analysis of the power, gas and carbon markets: forward-looking market intelligence and analysis powered by Thomson Reuters Point Carbon.

- **All the essential data**

Real-time, delayed and historical pricing from all the major commodities exchanges and trading venues as well as proprietary OTC pricing. Specialist data from the most respected providers of energy data, including Genscape, IIR, PIERS, Platts, Argus, PVM, Hart Energy and others.

- **Global Energy Forums**

Our energy commodity discussion rooms covering key trends and market issues are moderated by Reuters News specialist editors and combine the top stories and commentary with real-time discussions and interviews with expert guests.

## METALS

- **React instantly to market-moving news**

Wherever there is extraction, production, consumption or distribution, our journalists are there. So when market-moving events occur, they are on the spot to bring clients the most relevant, accurate and timely news.

- **Find trusted insights in a complex world**

Our columnists provide independent forward-looking commentary and detailed technical analysis of the key metals markets.

- **Unrivalled metals research and forecasts**

Thomson Reuters GFMS has been providing independent analysis and research into the metals markets for over 40 years. Outlooks and forecasts cover all key traded metals over a wide range of forward periods.

- **See it first on Interactive Map**

Interactive Map provides a visual representation of the key factors that affect the supply chain and impact prices. Customers can see infrastructure, such as mines and smelting plants, vessel movements and other factors such as weather.

- **Deep & Broad Fundamentals**

With our fundamentals database, customers have instant access to a wide range of supply and demand information across the metals spectrum – and deep insight into the physical markets. A clear intuitive interface enables users to drill down quickly and explore key areas in depth.

- **Unique Global Forums**

Our Global Gold and Global Base Metals Forums are invitation-only chat rooms covering key market issues. Reuters News specialist editors moderate the discussion and combine top with real-time conversation and interviews with expert guests.

## FX & MM

- **Price transparency to manage FX exposure and risk**

The deepest liquidity levels in foreign exchange and money markets, with pricing from more than 2,000 sources in 175 currencies. Price discovery from the tradable matching venues of Thomson Reuters Matching, plus forward data and emerging market coverage.

- **Reuters News tailored for foreign exchange markets**

- FX Buzz – with intraday, forward-looking analysis and commentary, focusing on flow, trade ideas, rumors, technical analysis and opinion.
- Reuters Polls cover FX, economic and central bank forecasts, and provides up-to-the minute coverage into market activity to anticipate rate moves.

- **Access liquidity and seamless system integration through the FXall platform**

- Access to liquidity from 1300+ institutional clients including leading corporations and asset managers and 80+ banks globally.
- Wide range of order management capabilities.
- End-to-end workflow solutions including choice of execution, settlement and straight-through processing.

- **Powerful analytics and tools**

Access to a full suite of foreign exchange and money market calculators and customizable analysis tools. Thomson Reuters Eikon's open platform allows users to query, publish and feed data across multiple systems.

## CORPORATE TREASURY

- **Extensive breadth and depth of pricing data**  
Coverage for over 175 currencies from 2,000 contributing sources, including indicative and executed prices from Dealing.
- **Broad liquidity access**  
Direct liquidity access from 80+ banks globally with RFQ trading.
- **FX News**  
Dedicated, global FX ex-market analysts to provide customized market moving news stories and reports from Central bank, Economic polls and IFR.
- **Exclusive StarMine Credit Risk Models**  
Delivering a comprehensive range of tools to measure the probability of whether a company will default.
- **Execution Quality Analysis (EQA)**  
Summarizes FX trading activity on FXall during the report period and highlights opportunities to improve FX trading performance.
- **Datascope**  
Select and Real-Time data feeds available for data upload and process automation to TMS, RMS and PMS. Eikon allows customers to reconcile both real-time and historical data.
- **Exclusive money market and interest rate derivative pricing**  
From Tradeweb and inter-dealer brokers (ICAP and Tullet Prebon).

# Addressing New Markets with Eikon v4

In 2013, we took a series of huge steps forward to make Eikon a truly compelling offering for the buy-side. We've delivered a range of product enhancements – covering portfolio analytics releases, integration of our StarMine models, improved critical alerting features and much more.

Eikon v4 offers even more. Not just for buy-side customers, but also for sell-side advisors and analysts. New additions such as our Microsoft Office Add-Ins and new Datastream integration will make us even more competitive.

This section gives a brief overview of what's currently available, and also what's coming in Eikon v4 for these customer groups. As always, more information is available on SMART.

## AVAILABLE IN EIKON V3 FOR THE BUY-SIDE

- **StarMine Models** – which help users to maximize alpha and better understand credit risk. The models are more visual and impactful in Eikon than ever before, and they provide a richer user experience when blended with Eikon's other capabilities.
- **Portfolio Analytics** – there were four major releases of portfolio analytics capabilities in 2013. They included features such as custom report writing tools, ETF holdings data, custom portfolio, transaction and cost-basis analysis and much more.
- **Alerts** – delivered via desktop or email. Users can create Alerts on Filings, Investor Briefs, Events, Economic Events as well as Market Data, News and Research. Once the alert has been triggered, users can immediately access briefs and transcripts of corporate events on the desktop or mobile device, straight from the alert itself. Plus, they can stay on top of market-moving releases with our Economic Events Alerts.
- **Publishing of Buy-Side Research** – making it easier and faster to share and publish broker and internal research reports to help buy-side analysts get differentiated ideas to their colleagues faster.

- **Datastream Integration** – Eikon users can now chart millions of time series using Datastream’s powerful charting tool, accessible through Search, right-click menu or from entity-related views. Datastream will be further integrated into the Eikon experience with Eikon v4 – enabling users to link with any other elements in their workspace.
- **Events and Filings** – Delta reports are documents created to highlight the changes, additions and deletions apparent on an SEC filed 10K or 10Q relative to the comparable 10Q or 10K filed by the company previously. The Eikon functionality enables users to see the changes in textual and numerical reported items quickly from one filing period to the next.
- **Enhanced Screener** – the screener is a flexible idea generation tool for identifying new investment opportunities. It allows users to easily interrogate our referential content databases with their own criteria to identify instruments or data of specific interest.

## AVAILABLE OR COMING SOON IN EIKON V4

- **Industry Sector View**  
Allows industry exploration and action through a unique dashboard that surfaces relevant industry activity through data visualization and improved environments for news, research and events.
- **Multi Portfolio Dashboard App**  
A new app that will offer intra-day performance monitoring across multiple portfolios and benchmarks.
- **New execution management capabilities**  
FlexTrade Spark is now integrated into Eikon, giving users access to a world-class execution management system (EMS). Users can now open order tickets in Eikon, and get quick access to Eikon content & news in FlexTrade Spark. Orders are routed via Thomson Reuters Autex Trade Route, our global FIX network.
- **Indications of Interest (IOIs)**  
Autex Indications of Interest are now integrated inside Eikon. Customers can view broker’s IOIs in real-time – over 1.5 million messages per day, including Supers, Generals, and over 150,000 Naturals. They can also view Trade Advertisements by broker, symbol groups and/or sectors, and access real-time and historic Trade Advertisements and IOIs.

- **New Microsoft Office capabilities**

Designed to allow users to fully exploit the analytical and presentational potential of our content. Excel tools will facilitate deep analysis of our premium content sets including Fundamentals and I/B/E/S Estimates. Time saving productivity features will be available to bring exhibits such as charts and tables seamlessly from Excel into PowerPoint and Word with the ability to auto-refresh. The new add-in will also provide a single installation of our most important Excel capabilities, including Datastream for Office.

## **OPPORTUNITIES ON THE SELL-SIDE**

Sell-Side Research is a segment where we are under penetrated and there is opportunity to take share with Eikon.

In the Banking and Advisory space we have started to sell Eikon successfully – particularly now we have our differentiated Deals and Embargoed Research content sets in the product, and a commercial price point that makes us highly competitive.

Other key features that are enhancing the proposition for these users include:

- **Microsoft Office capabilities**

This will bring in many of the features required by junior bankers, including: company and deals screening, click-thru from financial statements to the source filing and the ability to efficiently build pitch books with linking of Excel charts and tables to PowerPoint or Word, with tools to refresh, edit or manage links.

- **A market leading deals database**

Access to over 2 million transactions across M&A, Equity Capital Markets, Debt Capital Markets and Loans.

- **Integrated M&A content**

Integrated into Eikon search making it easy for bankers to drill into the deals of interest.

- **Advanced search on embargoed research**

Allows users to create search requests based on a wide variety of criteria across our market leading collection which includes highly sought after content and 30 exclusive sources.

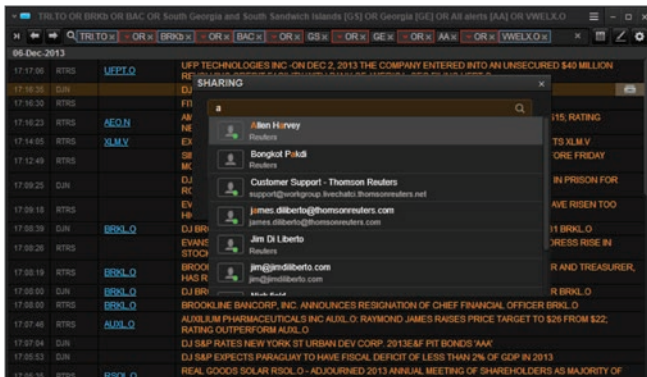
- **1.6 million private companies are now accessible via Eikon Search**

This is a crucial content set used by bankers for identifying acquisition targets and creating valuation reports for comparable companies.

# Eikon Messenger: Secure, Compliant Messaging

Easy, secure instant messaging facilitates successful business and brings the financial community closer together. A defining part of the Eikon proposition is Thomson Reuters Eikon Messenger – a free, fully compliant instant messaging solution that offers Eikon users secure access to their colleagues, counterparties and clients across the world's most extensive directory of market participants.

With Eikon Messenger, users can connect with over 200,000 traders, analysts, brokers and investment professionals to share real-time data, charts, news and analysis. They can also participate in a range of market-specific professional forums, where our by-invitation communities discuss breaking news and market moves, and converse with industry leaders and experts from across the world.



New enhanced sharing in Eikon Messenger



## 5 THINGS TO REMEMBER ABOUT EIKON MESSENGER:

- **A single hub for an extensive global network**  
Eikon Messenger's open network capabilities allow it to act as a single control hub that connects across multiple networks and platforms – including AOL, MSN, Yahoo!, and now in-house networks based on Microsoft Lync, IBM Sametime etc.
- **Collaboration, not just communication**  
Eikon Messenger allows users to share real-time data quickly and easily – so users can collaborate and act on the latest news and analysis. Data is shared over a highly secure and compliant network.
- **Access anywhere**  
Users aren't tied to a desktop. Eikon Messenger can be accessed anywhere, anytime across iPad, iPhone, Blackberry or simply a web browser.

- **Unique Chat-to-Email capabilities**  
Customers can connect to users in the open directory even when they don't use instant messaging – by sending messages direct from Eikon Messenger to their inbox.
- **Highly Secure and Compliant**  
With Eikon Messenger, compliance teams can track and record all Messenger conversations, control the creation & management of chat rooms, and have transparency into who is communicating with whom across their network.

To find out more, go to the Eikon Messenger pages in the Eikon section of SMART.

# Powered by Elektron

Eikon is a best-in-class desktop and mobile solution. It sets a new benchmark for usability, analysis, collaboration and access. But it's important to remember that Eikon is one half of an incredibly innovative and open platform offering that is, in effect, the operating system for financial markets. Where Eikon is the window to financial markets, Thomson Reuters Elektron is the infrastructure that powers them.

## WHAT IS ELEKTRON?

Elektron is a high-performance suite of trading and data propositions that includes data feeds, analytics, platform, transactional connectivity, and managed services. Its capabilities can be deployed either at our customers' locations, or delivered from any one of our co-location and proximity hosting sites around the globe.

Importantly for Eikon, the breadth and depth of the content Elektron offers, and the speed and reliability of its delivery, are second to none. It offers the highest performing financial content distribution network in the world, giving Eikon customers the opportunity to view and analyze a huge range of real-time market data, reference data and regulatory insight.

## WHAT'S THE VALUE TO MY CUSTOMERS?

- We are able to simplify the delivery and consumption of data, handling complex data and growing data volumes to help improve operational performance and reduce infrastructure costs
- The open, extensible platform means that customers can integrate third party or proprietary sources of data into Eikon.
- Through Elektron, we provide co-location, proximity hosting, market access and managed services to further help reduce total cost of ownership and boost trading performance.

### ELEKTRON QUICK FACTS

- Low latency data from over 400 exchange-traded and OTC markets
- Direct feeds from over 70 exchanges
- Coverage for over 40 million instruments, across every geography and asset class
- Includes derived analytics, proprietary news, evaluated pricing, reference data, tick-history and third party content
- Globally distributed co-location and proximity hosting services in over 25 key financial centres

### WHERE DO I FIND OUT MORE?

A new Elektron Accreditation program is now available. This program will help you to better understand the various propositions within Elektron, how they work and what value they bring to our customers.

**For more information, and to access the new accreditation program, please visit the Elektron pages on SMART, or navigate using the banner links from the SMART homepage.**

# FAQs – Some Answers to Key Questions about Eikon v4

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## What are the key dates and for the launch of Eikon?

- **January 13, 2014** – Internal Access Begins for all GTM Staff, Internal Roll-Out Through ASMs
  - **February 03, 2014** – Client Access Begins, Press Coverage Begins
  - **February 17, 2014** – Advertising Campaign and Customer Communication Begins
- 

## What are the technical requirements for running Eikon v4?

See Section 4 for details . Eikon v4 requires users to be running Windows 7 or Windows 8 and MS Office 2007 or above, with a minimum of 4GB RAM (8GB of RAM is recommended). More information on these specifications can be found on the Customer Zone, SMART and the Hub (for internal staff).

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## When will I get access to Eikon v4?

Mainstream internal access to Eikon v4 on or will begin on January 13, 2014. All GTM staff will be able to download and use Eikon v4 after this date.

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## When can I start speaking with my customers about Eikon v4?

Now! You can start by making them aware that it is coming and passing on approved technical communications to ensure they meet the requirements for upgrading.

Mainstream client access to Eikon v4 begins on February 3 and Thomson Reuters Managed and Hosted users meeting the technical requirements will be prompted in-product to upgrade.

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## When can I get training on the new features and functionality within Eikon v4?

The sales academy will be running a two part learning program for the release:

- **Value Proposition**

A self-paced online learning course will be available for all frontline sales staff in mid-January. "What's New with Eikon v4: Value Proposition" includes an overview of the unique advantages of the release and a recorded Q&A session with the Eikon team to help you effectively handle client questions and objections.

- **Functionality**

A series of training sessions will be offered to Client Specialists and Sales Specialists covering key functionality, beginning mid-January and running through to the week of February 3. "What's New With Eikon v4: Functionality" will consist of three sessions, each 2.5 hours, covering the following key topics: Eikon desktop, the Microsoft Office add-in, and Apps. Details about the training and how to complete it will be communicated by the Sales Academy. For any queries, contact [salesacademy@thomsonreuters.com](mailto:salesacademy@thomsonreuters.com)

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## Where can I find new and updated material to share with clients?

All sales and marketing materials for Eikon can be found on the Eikon SMART pages. Materials will be communicated and flagged as they become available.

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## Do customers using Eikon v3 have to upgrade to Eikon v4 as soon as it's available for mainstream access?

Customers will be encouraged to upgrade from February 03 onwards. Thomson Reuters Hosted and Thomson Reuters Managed users will receive an in-product notification prompting them to upgrade IF they meet the correct operating system requirements. There is currently no mandatory upgrade policy in force. See next page for EOL information.

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## Once Eikon v4 is released, will users who are still on Eikon v3 continue to get updates published to them as part of the regular bi-weekly release process?

Yes. Users who do not upgrade will continue to receive the regular release updates to Views and other functionality currently available in Eikon v3. They will, however, not receive updates or access to any of the NEW apps being released as part of Eikon v4.

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## When will Eikon v3 be End-of-Life?

We have no current plans to End-of-Life Eikon v3 in 2014. We understand that many clients moving to Windows 7 and 8 will require some time to complete these migration projects. Once we have assessed the success of these, and have Eikon v4 embedded across the majority of our clients, we will make further announcements on EOL plans as appropriate.



# Did you know?

“Thomson Reuters Eikon’s intuitive design, advanced visualisation and social tools help our traders get to the data and communities they need in an instant.”

Director of FX Trading,  
National Australia Bank

