

## REFINITIV



### BACKGROUND

Refinitiv is a London Stock Exchange Group (LSEG) business and is one of the largest providers of financial markets data and infrastructure worldwide. Refinitiv, with over \$6.26B in revenue, powers global financial marketplace participants in over 190 countries, boasting over 40,000 customers and 400,000 end users.

The company provides information, insights, and technology that enables customers to execute critical investing, trading, and risk decisions with confidence through a unique and open platform that provides best-in-class data and expertise



### INDUSTRY

Financial Markets Data And Infrastructure

### PRODUCTS & SERVICES

Refinitiv provides information, insights, and technology that enables customers to execute critical investing, trading, and risk decisions with confidence.

“Historically, AnswerHub was the only game in town. It was the only Q&A site that was brandable and would work for what we wanted, and with a self-service developer portal. Nowadays, we look at other products every year, and the thing that sets AnswerHub apart is that they understand developers and what they want. We find that incredibly valuable - you're not distracted by mergers and investment - very focused.

We learn from you and you help us get what we want. You meet with us and listen to our problems and really “get it” and work with us on what a great developer experience looks like. Pro Services is very good - smart, easy, fast, and affordable. We don't have to do a lot of budget justification for new projects and the help steering us in the right direction is great.

## CHALLENGES

- While using its previous solution, 50% of Refinitiv's revenue came from APIs, and they didn't have a developer platform. Even though Refinitiv was considered the world's best at providing real-time trading and market data, developers weren't fond of using the platform because it was difficult to navigate, work on, and succeed quickly. When a report indicated that developers were increasingly exiting, it was clear that a change was needed – to keep developers and to preserve income from API use and volume licensing. Refinitiv's challenge was to create an online experience targeted to their developers who would draw to the knowledge of fellow Refinitiv developers.
- Developers needing support had to call the company and ask for printed information because it didn't exist online. Documentation was manual and personnel heavy. The way developers worked changed, and Refinitiv had to meet these changes by providing an engaging experience that would turn them into valuable customers.

## SOLUTION

- With AnswerHub, developers could now come to one place and start using the APIs.
- All documentation was moved online.
- The Q&A features of AnswerHub made Refinitiv feel that AnswerHub understood what a developer portal was and why it was important.

*AnswerHub's Q&A was integral, and we believed that nobody else understood what a developer portal was or why it was important. AnswerHub was the first one in the game and kept focused over the years. We tried to replace you with Adobe Experience Cloud but that product couldn't help us with our developers. The SEO is great with AnswerHub and we use the moderation and other community features that nobody else has - it's more than just Q&A software!*

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## OUTCOME

- AnswerHub brought the APIs in one place online, making it faster for sales to go from "let me call a salesperson, get the documentation, have a developer code something...etc." – which took months – to "my developer already has a working prototype, how much is this?" – taking weeks to come to a deal.
- With documentation now online, developers could get answers to questions immediately – either by searching or through peer-to-peer in the Q&A section of AnswerHub – which enabled Refinitiv to now have working prototypes and POCs done by the time the Refinitiv sales team was involved.
- Now Refinitiv gets a lot less negative feedback from its developer platform. The new platform has changed the way the company interacts with its customers overall, and it has elevated the experience outright and everywhere in the company. The CSM function now focuses on helping customers use more of the available products.
- Developers are engaged, and Refinitiv has grown. Before AnswerHub, the company couldn't hire data scientists or developer advocates, and now it has 5 working on the team and a huge digital marketing team. They like the tool and the engagement with the developers.

