SNL is the single best source for financial information on business sectors critical to the global economy.

Whether selecting stocks, planning mergers or mapping competitive strategies, leading investors and corporate decision-makers rely on SNL Financial for data, news and analytics.

**SNL’s sector-specific coverage.**
Our coverage includes 40% of the U.S. market, with a growing international focus. SNL is recognized as the premier information provider in the sectors it covers: Banks and Thrifts, Financial Services, Insurance, Real Estate (both North America & Europe/Asia-Pacific), Energy and, most recently, Media & Communications.

**Accuracy and Timeliness: Data you can trust, and we guarantee it.**
SNL updates information 24/7 and gives you online real-time access to the latest news and numbers. We’re fast, but we also guarantee accuracy. Our data is carefully scrubbed, our QC precise. We are so confident in our accuracy that we offer rewards for finding errors.

**Completeness and relevance: One standardized template doesn’t fit all.**
SNL has built a platform and process designed for major business sectors with fragmented data sources, unique metrics and/or regulatory requirements. Our Information Service is not only comprehensive, it’s flexible. Instead of applying one general financial format to fit all, we create a unique information template for each industry. And then we standardize data to fit that unique mold. The result: a more relevant picture. Standardization of fields within our industry-specific templates makes it easy to compare companies and sectors.
Insight and depth you won’t find anywhere else.

No other resource can match our level of industry-specific coverage. Bloomberg, Reuters and Thomson give you basic financial data and broker research reports. So do we. But nobody else has our standardized and as-reported financials, sector-specific templates, asset-level data, mapping or regulatory data. Even if you spend the time compiling data from various sources, you won’t come close to what the SNL Information Service delivers on a single platform.

Analytical tools: Link your models to our database.

SNL provides a host of customizable analytical tools, including valuation tools and M&A models. SNLxl, our Web-enabled Excel® Add-In, allows you to seamlessly integrate SNL data into your spreadsheets and analytical models. Build your template once, then refresh data later with one click.

Global reach: SNL has offices worldwide. Corporate headquarters are in Charlottesville, Virginia. Other locations include New York, India, Pakistan and the United Kingdom.

A single source: SNL eliminates the tedious and time-consuming task of manually extracting data from different sources. Instead, you have a single source for relevant and in-depth data on a specific sector. Included are advanced analytical tools that help you make better decisions.

A broad client base

SNL currently serves over 4,000 clients and more than 15,000 users, ranging from Wall Street institutions to top management at the companies we cover. Clients include leading investment banks, mutual funds, hedge funds, lending departments, M&A departments, equity and debt finance, financial analysts, consulting firms, law firms, government and trade associations. Client satisfaction is reflected in a subscription renewal rate of 93%.
Our clients place tremendous trust in our data. Our QC systems ensure that we earn this trust.
I brought a data error to the attention of the SNL support team pertaining to an incorrect branch location. Their response was extremely timely, and the support staff were very courteous and friendly. I was impressed by SNL’s value of customer feedback on data quality, and how that feedback is incorporated into a continuous data quality improvement process. That was a refreshing experience as a customer, and further reinforces my confidence in SNL’s data quality.

Michael Bastedo
AVP, PFS Branch Network Strategy
HSBC Bank USA, N.A.
The granularity you require for meaningful analysis in specific sectors or sub-sectors.
SNL knows that different industries report different financial items in different ways. So we standardize and analyze data in an industry's own language, formats and fields. Company profiles highlight sector-specific performance metrics. You can see overviews of multiple companies, tracking criteria such as exposure or risk, exactly as it’s measured in a given sector. SNL even recalculates every ratio from the balance sheet and income statement line items using standard, industry-accepted formulas.

To accommodate the wide swing in performance metrics from industry to industry, SNL provides diverse fields of measurement—from loan loss reserves/ratios in the Bank & Thrift sector to slot machines/square foot in the Gaming sub-sector of Real Estate.


SNL is a powerful tool for two reasons: They have good data that’s scrubbed, and they make their data interactive in Excel format, so that I can manipulate it the way I want. It’s all about picking the best stocks. My bets are supported by good data. Without good data I could not be confident in executing my own models. SNL data is always solid.

Barry Oxford
Director
UBS Global Asset Management
The broadest possible spectrum of information, easily molded to your objectives.
While generalist providers skim the surface, SNL takes a “deep dive” into each sector that we cover. We aggregate data from fragmented sources. We go beyond the basic financial data, collecting memo items and supplemental financial schedules to present the most complete and relevant picture of a company and industry.

SNL focuses on breadth of information as well as depth. Where it isn’t practical for us to collect information on our own, such as stock prices, institutional ownership data and call transcripts, SNL partners with best-in-class information vendors to redistribute their data through our products.

**A higher standard.**

No other data provider delves into as much detail or is as focused on industry standardization as SNL. Our ability to standardize data for all companies within a particular industry is a prime differentiator and advantage for our clients. Doing so allows our clients to build peer comparisons without having to spend time making adjustments to produce an apples-to-apples scenario.

“**Our Financial Institutions Group relies on SNL more than any other product or service available. The depth, reliability and timeliness of data that SNL puts at one’s fingertips is essential to our investment banking platform.**”

Brian M. Mellone, CFA
Managing Director
Morgan Keegan Financial Institutions Group
The latest news and the most current data. Link your proprietary models for automatic updates.
SNL integrates news, data and analytics in real time. The news is plugged into the database, and the data is plugged into the latest news. Subscribers can link to the latest news and archives on any company, directly from the database.

Our data is scrubbed, approved and published in what we believe to be the fastest cycle time in the industry. In an average quarter, we process 30,000 source documents, then review and release them to clients in under 6 hours. Aggregating from a variety of sources, we cover a complete set of financial, operational and asset-level detail. In addition to reported financial data, which we standardize in our industry-specific templates, our database encompasses everything from SEC filings to regulatory agency documents to M&A activity. All updated 24/7.

**SNLxl: Your models are as current as our data.**

Your proprietary models are your competitive edge. SNLxl eliminates time-consuming manual updates. Tie any Excel spreadsheet to the SNL database for instant updating. Tap into our library of reports, stocked with templates based on analytical best practices. Or have SNL Support consult on a custom model for you.

I depend on their current news on domestic fuels and energy markets, and SNL’s real-time alerts and scrolling news make it superior to other news services. Also, the SNLxl Add-In is the easiest and fastest I’ve seen.

Fadi Shadid
Energy Research
Friedman Billings Ramsey
First North America, now the world. Starting with Europe/Asia-Pacific real estate.
After establishing its leadership as an information provider in North America, SNL is now expanding into international markets. SNL Real Estate is the first of SNL’s electronic databases to include global coverage, and it fills a huge gap in a growing market.

**The first single source for worldwide real estate investment data.**

A new wave of real estate securitization is gathering momentum across the globe. Until now, investors have not had a single data resource. Finding information has required time-consuming searches through multiple sources, with the added complication of reporting differences from country to country. SNL applied its expertise to this fragmented market, gathering and quality-checking data from a variety of international sources, many of which are extremely difficult to access. From current financial documents to historical information, it’s all there online, continually updated and easily accessible for the first time.

**Bridging the differences.**

Not only did SNL create the first central database for global real estate investors, we developed standardized templates broad enough to encompass all the differences in reporting standards and accounting principles, without sacrificing the depth and detail for which SNL is known. Investors can evaluate property portfolios. Access asset-level data. View source documents. And instantly convert any screen or report into the currency of their choice. For over 200 companies in more than 20 countries.
SNL closes information gaps by acquiring and integrating best-in-class data and research firms.
SNL Kagan: The first single source for media & communications data.

From telecom and cable to broadcasting and wireless, media & communications is a fast-growth area with multiple sectors. Until now, there was no single source for financial and operating data. To meet the need, SNL acquired Kagan Research, the leader in media business research for nearly four decades.

The integration of Kagan’s proprietary data and forecasts with SNL’s electronic platform marks a complete transformation in how media & communications information is delivered and used. This powerful combination provides a seamless linkage of data, news and analytics across sectors, all available for a single subscription price. The Media & Communications industry has its own set of metrics and its own language, so SNL Kagan has created a unique information template for each sector. Data is standardized and analyzed using the sector’s own language, formats and fields. SNL’s online platform provides 24/7 access, with point-and-click menus making data easy to manipulate and analyze.

Regulatory Research Associates


One of the keys to success in the energy business is knowing the financial and strategic impact of state-level regulation. To deliver this added value to our energy customers, SNL acquired Regulatory Research Associates (RRA), the leading specialist in electric utility securities and regulation, with a 25-year track record. RRA’s expert analysis and proprietary data provides SNL customers with the best available intelligence on regulatory issues affecting utilities.

RRA products and services include commission profiles, rate case histories and statistics, events calendar and report searches.

SNL Kagan proprietary intelligence

SNL Kagan’s proprietary forecasts, reports and newsletters provide the objective benchmark by which investors measure the value and performance of media companies. That’s why key players in each sector rely on them to make strategic decisions.

SNL Kagan: The first single source for media & communications data.

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RRA sheds light on utility regulation

View continuously updated profiles of state regulatory commissions with RRA’s valuable rankings, all of which can be easily exported to spreadsheets via SNLxL or converted to PDFs. Key details on commissioners and topics related to utility regulation are available in real time.
If you are an SNL-covered company, our online IR solution gives you a unique perspective.
Free SNL analytics: As an added value, you receive free access to the SNL Information Service when you sign up with SNL IR Solutions. Depending on your subscription level, this includes real-time industry-specific news, peer data (with indexes and charts), and mapping relevant to your industry (branches, property holdings, power plants, telecom service areas).

Wall Street already looks to SNL as the primary source of data, analytics and news on our chosen business sectors. So it only makes sense for IR pros in those industries to outsource online investor relations management to SNL IR Solutions.

Our service will build and manage your IR Web site, automatically posting key updates. Because SNL already provides data for your industry, we can enrich your site in ways that none of our competitors can, with sector-specific data, documents and other exclusives. SNL IR Solutions is your central hub for investor communications and compliance. We handle webcasts, conference calls, interactive annual reports, tools for compliance with corporate governance requirements and more.

Outsourcing without the outrage.

If you’re already outsourcing, the outrageous “last straw” could come at any time. The irritating extra charges. The missed press release. SNL takes a completely different approach to customer service. We give you a dedicated account manager and a flat fee, so you avoid being “nickel-and-dimed.” You have one point of contact at SNL to help you with training, changes and management. And there’s no charge for answering questions.

“SNL IR Solutions simply works and is awesomely efficient. Whenever we need something it is attended to quickly and correctly. Plus SNL understands and provides the transparency that is required by regulators and expected by the investment community.”

Bill Traynham
President and CFO
Community Bankshares, Inc.
SNL Support: Our industry experts help you harness the power of SNL to meet your objectives.

SNL customer support advisors are experts in financial analysis, your sector, and SNL's products. Tell your SNL expert what you’re trying to do from a business perspective. You’ll get some easily applied tips that will harness the power of SNL to your goals.

SNL Support people aren’t tech reps, although they’re well-versed in how to apply our technology. They have backgrounds similar to yours.

Maximize the ROI on your SNL subscription.
Talk to an SNL expert to unleash the full benefits of everything SNL offers. Learn tips that translate into bottom-line results. Gain a competitive edge, cut hours of manual updating, and make your life easier. Find out how easy it is to link your spreadsheets to the SNL database, using SNLxI. Ask about the Briefing Book report-builder function to produce in-depth, presentation-ready pitch books on a specific company—in minutes, not hours. Get up to speed on mapping in all its colorful dimensions. Find out the details on the newest improvements being made continuously. Take advantage of SNL Support to get the most out of SNL.

888.275.2822
support@snl.com
Other SNL products and services.

SNL offers a number of ancillary products and services that complement our core information services.

Statutory Insurance Data.

It’s the dawn of a new era for SNL’s Financial Institution subscribers, who can now access the immense and intimidating statutory dataset with ease. Thanks to a groundbreaking agreement with the National Association of Insurance Commissioners (NAIC), SNL is publishing more than a decade of stat insurance data in a new form. Rather than struggling with overwhelming datasets, you can see snapshots, ratios and preformatted analysis in seconds. With all these unique shortcuts, you still have easy access to every single data point through SNLxL. With special features like bottom-up group analysis, Schedule P analysis and ratings data.

You get detailed financial information for every insurance company in the country. With relevant ratios concerning premiums, claims and losses. Market share. Portfolio statistics. Demographics. Loss triangles. And more. Full integration with our news, documents, M&A and public company insurance data gives you all the tools necessary to analyze insurance companies from top to bottom. All included in your subscription.

SNL Center for Financial Education

The SNL Center for Financial Education (CFE), an SNL affiliate, is a training resource for commercial and investment banks, insurance companies, asset management and venture capital firms, consultants and federal agencies.

More than 4,000 professionals have attended our content-rich programs that focus on analytical tools and concepts attendees can put to immediate use. Seminar speakers are noted industry experts who provide a wide variety of perspectives.

Data publications

We publish a full lineup of printed directories for sectors we cover. From executive compensation to mergers and acquisitions, these authoritative desk references provide quick and easy access to hundreds of rankings, listings and industry trends.

Published annually, the SNL Financial Institutions Deal Book is the authoritative source for information on financial industry M&A deals and capital offerings, as well as the players involved. It is the most complete directory available of M&A and underwriting professionals in banking, financial services and insurance, with rankings of advisors by deal value. Deals are ranked and reviewed state by state, with complete statistics.

SNL’s Executive Compensation Review is available in four editions: Bank and Thrift (vol. 1 & 2), Insurance and Real Estate Securities. It’s the only source that names names, with peer comparisons of historical executive compensation figures and company performance. The Review also includes industry trends in compensation and benefit packages, including options awarded, exercised and held.