

Direct-to-Market Data Distribution Strategy

The traditional model for market data distribution is under pressure. Once fit for purpose, intermediated channels now hinder innovation, obscure pricing and limit access for a growing ecosystem of data consumers. A direct-to-market strategy aims to complement established channels, offering exchanges, specialist venues, infrastructure providers and data publishers a new way to serve new, fast-growing customer segments, especially in the FinTech space.

This blog explores how direct distribution unlocks commercial value, lowers access barriers and accelerates innovation especially for data-rich organisations looking to serve the long tail of the market.

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Realising the commercial and strategic benefits of a direct-to-market distribution strategy

Challenges with Existing Distribution Models

In an industry shaped by regulation, consolidation and explosive data volume growth, data demand is accelerating across new domains. FinTechs, algorithmic trading firms, ESG providers, analytics platforms, regulatory compliance tools and digital-first wealth managers all require tailored data access models, but often struggle with the rigidity and cost of legacy distribution arrangements.

The UK's 2024 FCA Wholesale Data Market Study confirms these challenges ([See previous blog.](#))

From pricing opacity to licensing complexity, the study highlighted how market concentration among a few dominant vendors has created friction not just for consumers but for data originators, who face limited flexibility, reduced negotiating power and sluggish product evolution.

The market is ready for alternatives. The FCA found that half of users have started using new data providers in the past two years, often seeking innovation, cost efficiency and more specialised data types like ESG or crypto.

This moment presents an opportunity for exchanges, regional trading venues and emerging data publishers to step forward. Direct-to-market strategies give these players a chance to broaden their market, not just challenge it.

Rethinking Market Data Distribution

Historically, exchanges and trading venues distributed data through downstream data vendors or aggregators. While effective for broad-scale distribution, these legacy models often bring rigid commercial terms, delayed product cycles and limited visibility into how end users actually consume data.

Today, however, the landscape has changed. FinTechs, quants and digital-first platforms operate in API-first, cloud-native environments with expectations for rapid integration, flexible access and real-time delivery. Meeting these demands requires more than retooling old systems, it requires a new architecture.

Modern technology platforms now enable data originators to meet these clients where they are, in the cloud, via developer-ready APIs, and with modular commercial models tailored to experimentation and growth. A direct-to-market strategy leverages this technology shift to empower data providers to own the full commercial lifecycle from product definition and pricing to entitlement, usage and billing. It doesn't aim to replace existing distribution partnerships but offers a parallel path optimized for responsiveness, transparency, and engagement with today's emerging data consumers.

Strategic Benefits

Adopting a direct-to-market model offers exchanges, trading venues and emerging data publishers an agile, targeted channel that meets the needs of user segments. For the long tail of data consumers and those not well-served by bundled enterprise contracts, direct distribution provides the flexibility and control they need. For data firms it provides:

New Segment Reach

Engage FinTechs, RegTechs, start-ups and academics who want clean data, flexible access and self-service interfaces without enterprise-level licensing overhead

Accelerate Product Velocity

Launch and iterate products on your schedule. Eliminate delays tied to vendor integration cycles and respond to evolving market demand with agility.

Regain Commercial Control

Own the end-to-end monetization model, tailor licensing structures and experiment with bundled pricing, offer developer licensing and variable trials, without constraints imposed by legacy intermediaries.

Customer Proximity

Gain direct insights into usage patterns, user feedback and adoption trends to shape future offerings and personalize client engagement and drive retention.

Expand Revenue Models

Experiment with pricing innovation like usage-based access, tiered subscriptions and bundled analytics supporting diverse user needs while maximising yield.

Reinforce Brand Visibility

Build a stronger market identity by managing the entire customer journey licensing, onboarding and support, all within your branded environment.

Execution Considerations: Technology and Infrastructure

Delivering a successful direct-to-market strategy requires more than strategic intent. It needs a scalable, modern infrastructure that supports commercial experimentation, operational efficiency, and ecosystem integration. The foundational capabilities needed include:

Data Preparedness

Deliver normalized, analytics-ready datasets aligned to diverse front, middle and back-office use cases spanning real-time, end-of-day and historical formats.

Scalable, Efficient Delivery

Ensure performance and reliability across delivery modes with low-latency, scalable data pipelines underpinned by SLA-backed infrastructure.

Dynamic Licensing & Entitlements

Support granular, role-based access controls that reflect contractual rights, regulatory requirements, and evolving usage scenarios backed by full auditability.

Integrated Billing & Analytics

Track consumption, automate invoicing and connect to enterprise license management tools, simplifying operations while enabling commercial intelligence.

Developer-Ready Interfaces

Enable frictionless access through modern APIs and cloud-native UIs, catering to both power users and business analysts.

A single, cloud-native platform that unifies these capabilities not only streamlines distribution but unlocks a future-ready foundation for innovation and scale.

Enabling Direct Distribution with RoZetta's Data Marketplace

RoZetta's DataHex Marketplace is a purpose-built, cloud-native platform that empowers exchanges, trading venues and emerging data publishers to commercialise and distribute data assets directly to end users securely, flexibly and at scale. By streamlining the full commercial lifecycle DataHex enables a direct-to-market strategy that delivers both speed and control.

With DataHex Data Marketplace, data originators can build new revenue channels, engage the long tail of data consumers and unlock their commercial potential. Whether you're launching a new data product, modernizing legacy distribution or entering new markets, RoZetta gives you the infrastructure to own your commercial transformation.



Launch Data Products Fast

Rapid Onboarding: Seamlessly onboard proprietary, third-party or derived datasets, with out-of-the-box integration workflows and scalable ingestion pipelines.

Benefits: Shorten time-to-market, respond to demand faster and monetize new datasets quickly.



Tailor Commercial Models to Your Strategy

Flexible Pricing & Licensing: Support subscription-based access, usage-based pricing, modular bundling and limited-duration trials. All within a unified entitlement framework.

Benefits: Monetize your data portfolio across different user segments, with pricing aligned to business value.



Track Usage, Bill Seamlessly, Grow Confidently

Commercial Enablement Tools: Automate billing, track usage in real time and integrate with enterprise license management systems, all from a single platform.

Benefits: Improve billing accuracy, reduce manual overhead and support scalable operations.



Distribute on Demand with Full Control

API-First, Developer-Friendly Access: Provide intuitive API and UI access with fine-grained entitlements, role-based controls and full auditability meeting the needs of both power users and business teams.

Benefits: Deliver a seamless customer experience while protecting IP and ensuring regulatory compliance.



Deliver Analytics-Ready Intelligence

Integrated Analytics Workflows: Offer clean, structured data ready for index construction, factor models, ESG overlays and historical backtesting, without the need for downstream transformation.

Benefits: Add value beyond raw data, support advanced use cases and increase client retention.

Conclusion

With growing commercial pressures, regulatory scrutiny and rising client expectations, the case for a direct-to-market approach is clear. Direct-to-market empowers exchanges, trading venues and infrastructure providers to take ownership of their distribution, accelerating innovation, improving commercial outcomes and building stronger client relationships while empowering the next generation of data consumers

To explore how RoZetta can support your direct-to-market strategy, contact us for a tailored assessment.

About RoZetta Technology

RoZetta's proven DataHex Platform-as-a-Service delivers modular, cloud-based solutions across data management, monetization, analytics and index development.

We empower global exchanges, vendors and financial institutions to modernize infrastructure, streamline operations and rapidly launch new data, analytic and investment products, including indices and ETFs while reducing the total cost of data ownership.



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To learn more about how DataHex SaaS can unlock your potential for seamless collaboration, monetize data and drive innovation, visit us at rozettatechnology.com or email us at enquiries@rozettatechnology.com