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BondLink Partners with IHS Markit for Muni Bond Transparency.

An alliance between one company that profiles bond issuers and another that facilitates bond sales aims to make it easier for investors to view a government's credit information before buying.

A new partnership between two financial-service companies has proposed to make the municipal bond market more transparent for investors.

According to a news release last week, the partnership is between BondLink, a cloud software company in Boston that builds websites for governments to share information with potential investors, and Ipreo by IHS Markit, a London-based financial data and analytics company formerly known just as Ipreo, before it was acquired by IHS Markit, a competitor, in August 2018. Ipreo by IHS Markit makes software for selling bonds, and through this partnership, potential investors who buy through Ipreo will have access to credit information about issuers via BondLink.

In an email, BondLink co-founder and CEO Colin MacNaught said the partnership could make bond issuers more transparent, giving investors easy access to information they need to evaluate potential bond deals.

"Issuers who focus on their digital presence by taking advantage of integrations like this can attract more investors and gain a competitive edge, and we're proud to partner with Ipreo by IHS Markit," he wrote.

The news release said BondLink also has an agreement with Fidelity Investments to put information about issuers on Fidelity.com.

These relationships could boost the profile of BondLink, which has raised $12 million in seed funding since its launch in 2016 and been used by the states of Florida and Georgia and the city of Chicago.

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