SEE ALL SIDES
WELCOME
LOCAL INSIGHT AND A GLOBAL NETWORK OF INFORMATION, PEOPLE AND IDEAS

Bloomberg was founded in 1981 with one core mission: to bring transparency to capital markets through access to information. Today’s Bloomberg—with more than 15,000 employees in 192 locations in 72 countries around the globe—builds on that foundation. Everything that we do connects decision makers in business, finance and government to a broad and dynamic network of global and local information, news, people and ideas that enables faster, more effective decisions.
OUR PRODUCTS ARE FUELED BY FIVE TIME-TESTED CAPABILITIES

We have worked with the most demanding information users in the world for 30 years. Our competitive edge comes from working with our customers every day to understand their workflow, find new solutions and then regularly introduce improvements to our products.
DATA AND ANALYTICS
Our years of experience in the finance industry—supporting decisions that have billions of dollars riding on the outcome—enable us to give our customers a unique perspective on making decisions in uncertain environments. It starts with our ability to put data to work. We are adept at taking a real-time stream of data, verifying its quality and knowing which tools to apply to make it even more useful.

NEWS
Key decisions can’t rest on data alone; they must take into consideration the environment in which they are made. This is where news comes in. Our news is reported when it happens, from where it happens and from an objective point of view. Up-to-the-minute access to the news that matters, that moves markets, that changes the course of a business can make all the difference.

TECHNOLOGY
We develop technology that delivers data, news, analytics and insight on a single platform to some of the most demanding clients in the world—along with the tools that allow you to put that knowledge into action. We apply the best technology available to address the issues our customers face. We operate the world’s largest private network and our proprietary data and distribution infrastructure transmit the best-quality data around the world in milliseconds without fail.

CUSTOMER SERVICE
Everything we do is delivered with a deep understanding of your environment, needs and expectations—built up over years of strong relationships. Because of this deep understanding, we can often predict what you will need before you know it yourself. Our teams of product and content experts are available to you where you need them, when you need them—so you can get your questions answered quickly and accurately.

INSIGHT
As part of our commitment to support smarter decision making by our customers, we have a growing capability to deliver insights that add value to the content we provide. These offerings include industry-focused proprietary, independent and exclusive contributed research, insight-driven content, including opinions, coverage of industry issues and analyst reports.
Transparency creates opportunity: buyers buy with confidence and sellers can sell more easily. Transparency makes markets and ensures better information for better decision making.

The world becomes more complicated every day. The connections between information, events and people drive the creation of value. Understanding the connections and identifying the opportunities—before your competition—can make all the difference.
Making decisions today requires an understanding of context. All of our products combine news, data and analytics in uniquely useful ways, arming you with the tools to see a problem or issue from all sides.

We connect you to a global network of analysts, financial professionals and influential business leaders. From a candid interview on Bloomberg Television to a message shared through the Bloomberg Professional® service, being our customer opens doors.

 KNOW THINGS YOU WOULDN’T OTHERWISE KNOW

 WE TAKE INFORMATION AND GIVE IT MEANING SO YOU CAN MAKE SMARTER, FASTER, MORE INFORMED BUSINESS DECISIONS

 AND MEET PEOPLE YOU WOULDN’T OTHERWISE MEET

 We connect you to a global network of analysts, financial professionals and influential business leaders. From a candid interview on Bloomberg Television to a message shared through the Bloomberg Professional® service, being our customer opens doors.
FAST FACTS

> Founded in 1981 with four employees
> Now more than 15,000 employees in 72 countries
> Headquartered in New York with major offices in London, Tokyo, São Paulo, Dubai, Hong Kong, Singapore and Frankfurt
> Bloomberg’s mobile products have more than eight million unique monthly users
> Awards:
  - Best Data Provider 2012 (Inside Market Data)
  - Best News Provider 2012 (Inside Market Data)
  - Best Sell-Side OMS Provider (Waters Technology)
  - Channel of the Year—Bloomberg Television Europe (AIB Media Excellence Awards, UK)
  - Winner of International Reporting Award 2012 (George Polk Award)
  - Winner of Breaking News Award 2012 (Society of Publishers in Asia)
SOLUTIONS FOR AN EVER-CHANGING MARKETPLACE

The insights that our customers derive from our services clarify positions, impact decisions and move markets.

THE BLOOMBERG PROFESSIONAL SERVICE
The Bloomberg Professional service provides access to all the news, analytics, communications, charts, liquidity, functionalities and execution services that you need to put knowledge into action across asset classes.

BLOOMBERG ENTERPRISE SOLUTIONS
Building and expanding on our core strengths of providing data, analytics and news to the financial services end-user, the Enterprise Solutions group offers several infrastructure and firm-wide solutions to support business operations: Bloomberg Enterprise Technology Solutions, Bloomberg Data Solutions, Bloomberg Trading Solutions.

BLOOMBERG TRADEBOOK
A leading global agency broker that allows institutional customers worldwide to execute trading strategies with control, clarity and speed.

BLOOMBERG BUSINESS SOLUTIONS
Bloomberg Business Solutions connect industry professionals—in government, law, energy finance and sports—to an unprecedented level of data, analysis and specialized insight. Our ability to take large amounts of disparate data and news and transform them into useful and actionable insights empowers professionals across industries.

BLOOMBERG NEWS
Bloomberg reports on the issues that matter to financial and business professionals globally—when they happen, from where they happen: Bloomberg News®, Bloomberg.com®, Bloomberg Television®, Bloomberg Businessweek™, Bloomberg Markets®.
More than 310,000 of the world’s leading players in the global and financial markets rely on the Bloomberg Professional service for the best information possible to run their businesses.
ABOUT THE BLOOMBERG PROFESSIONAL SERVICE

Know things you wouldn’t otherwise know.

AN INTEGRATED MULTI-ASSET CLASS PLATFORM
The Bloomberg Professional service draws on our core capabilities and is at the center of our offerings, giving information on every asset class—from fixed income to equities, foreign exchange to commodities, derivatives to mortgages—integrated in one place and delivered in real time to your desktop or mobile device. Along with this robust information set, you have access to all the news, analytics, charts, execution platforms and customer support you need to put knowledge into action.

CREATE A CUSTOMIZED, DYNAMIC VIEW OF THE MARKETS
You can build a customized view of the markets using Bloomberg Launchpad™ to optimize your internal workflows and make the best use of our rich content. Download real-time and historical data to Microsoft Excel® to create custom analyses and reports while tracking news, financial analysis, technical analysis, accessing email and watching Bloomberg Television—all on your desktop.

ANYTIME, ANYWHERE ACCESS
Experience the power of Bloomberg anytime on your mobile device or from any Internet-ready computer with Bloomberg Anywhere®. Access the same information you have on your desktop securely from anywhere in the world.

PORTFOLIO AND RISK ANALYTICS
Bloomberg’s Portfolio and Risk Analytics solution for investment professionals empowers you with the tools required to successfully implement optimal portfolio and targeted-risk strategies. Our platform will help you make quicker, more informed decisions and enable you to measure market-related and security-specific risk exposures for your portfolios.

BUILD YOUR NETWORK
The Bloomberg Professional service is more than information—it’s a community. With Bloomberg, you get access to a network of professionals and business leaders with a common interest in the world of finance. You can communicate with one or many users at once, participate in chats and leverage the expertise of your peers. Bloomberg also serves as a collaboration tool, allowing users to join public communities or create their own private communities of colleagues or clients through Instant Bloomberg and the Bloomberg Message System.
At Bloomberg, customer service is a long-term commitment to our customers’ success.
A COMMITMENT TO CUSTOMER SUCCESS

REAL SERVICE FROM REAL PEOPLE WHEN YOU NEED IT
We have highly trained multilingual employees able to speak 95 languages—ready to help 24/7 in 160 countries around the world. As a user, in addition to responding to everyday inquiries, our industry-leading customer service teams will also teach you how to maximize the benefits of our systems, such as setting up a customized desktop and using analytics and data to price hedges and other complex deals you might not be familiar with.

GOING BEYOND CUSTOMER SERVICE
At Bloomberg, we view customer service as a long-term commitment to our customers’ success. That’s why we provide a comprehensive range of training services (including certified courses) that are available online, on site and via conference call for every user of the Bloomberg Professional service. You can use our courses for professional development, to learn more about a given asset class or to get ahead of trends impacting a given market or product area.
For 20 years we have consistently applied innovative technologies to help businesses make informed decisions using our enterprise and business solutions.
BLOOMBERG ENTERPRISE SOLUTIONS

Put our strengths to work for you.

TRADING SOLUTIONS
Bloomberg Trading Solutions deliver front-end portfolio, inventory, sales and trading services and middle- and back-office operations solutions. Buy-side and sell-side firms gain unrivaled agility to respond to market changes and innovation. Optimize your workflow, manage risk and compliance, improve operational efficiency and connect to the world’s most extensive financial community. Hosted on a secure platform and fully integrated with the Bloomberg Professional service and your proprietary systems, Bloomberg Trading Solutions give you the insight to make more informed and timely trading decisions, the power to respond to market changes and innovations, and the ability to lower your total cost of ownership.

ENTERPRISE TECHNOLOGY SOLUTIONS
Bloomberg Enterprise Technology Solutions provide real-time data, distribution technology and integration services that help create strategic, workflow-based solutions. Through our enterprise-class services, firms are able to use the same data and technology that support the Bloomberg Professional service for internal applications and processes. Bloomberg solution sets are designed to reduce costs and overhead by providing new technology, content and managed services that revolutionize how business processes are executed.

DATA SOLUTIONS
Bloomberg Data Solutions provide enterprise clients with the most comprehensive, timely and accurate financial data in the world. The data nourishes various client applications in the front, middle and back office, including proprietary trading and order management systems, pricing, portfolio risk management models, compliance reporting, fund accounting systems, trade settlement and more. In a growing number of markets, we offer the Bloomberg Valuation Service (BVAL) that represents a new standard for data transparency and quality in valuation. The service is unique in combining market insight, sophisticated quantitative models and data from more than 4,000 contributing sources to produce credible, transparent and defensible valuations. BVAL also produces a confidence score that measures the quantity and quality of market observations.
BLOOMBERG TRADEBOOK

Bloomberg Tradebook is Bloomberg’s agency broker that partners with both the buy-side and sell-side to provide high-quality liquidity, market insight and customized solutions based on innovative technologies. Tradebook offers trading solutions for equities, futures, options and foreign exchange to actively manage complex trading strategies in more than 70 global markets. Bloomberg Tradebook provides direct market access and a breadth of trading analytics and algorithms to institutional traders that seek maximum alpha on every market transaction.
Bloomberg New Energy Finance is the world’s leading independent provider of information and analysis on clean energy, low-carbon technologies and the carbon markets to investors, corporations and governments. Bloomberg New Energy Finance offers a dedicated global network of more than 200 analysts and researchers who work in offices in Europe, the Americas, Asia and Africa to continuously monitor market changes, deal flow and financial activity. Bloomberg Government™ is a customizable online tool providing government data, news, analysis, and unbiased reporting, so industry leaders know the business implications of government actions. Bloomberg Law is the first real-time legal research system that integrates innovative search technology, comprehensive legal content, company and client information, and proprietary news all in one place.
We publish more than 5,000 original stories daily, reaching readers in more than 160 countries.
Bloomberg News started operations in 1990 with a team of six dedicated people. Today, we’re one of the world’s largest news organizations and media companies, employing more than 2,300 news professionals in 146 bureaus around the world. If it affects markets, Bloomberg News will be there first, delivering the world’s most accurate information when it happens—and from where it happens—arming you with the information to make decisions and lead conversations. You can get our timely news and insightful analyses on the Bloomberg Professional service and across several media channels—online at Bloomberg.com, on the air with Bloomberg Television, on the go with smart phone and tablet applications, in print through Bloomberg Businessweek and Bloomberg Markets magazines, and in syndication to more than 440 newspapers and magazines in 65 countries around the world.
To learn more about what Bloomberg can do for you, contact your regional sales representative or visit us at bloomberg.com.