The EMSX API Server provides multi-asset class trading to drive enterprise automation.

Efficient execution remains critical

At a time when firms must do more with less, maximizing efficiency is vital for everything from achieving best executions to liquidity discovery to the overall flow of daily tasks. For many firms, process automation offers a way to significantly improve productivity. Two of the most prevalent examples are algorithm-driven trading, which takes place with virtually no human intervention, and automating the simplest trading decisions so talented traders can focus on more complex and nuanced analyses.

One critical challenge with automation, however, is maintaining high efficiency all the way through to execution. Without an integrated solution, firms must acquire a separate platform for executing orders, as well as customize messages to meet individual broker requirements. These extra steps threaten to erode the gains made by automation.

The EMSX API Server enhances productivity

The Bloomberg EMSX API Server solves this issue. Designed to meet the changing needs of traders at hedge funds and other buy-side institutions, this API extends the trusted EMSX execution tool from the Bloomberg Professional® service into areas of the enterprise that do not typically use the Bloomberg Terminal®.

The EMSX API Server gives firms the ability to submit, cancel or modify equity, futures and options orders and control executions in server-based environments, including algorithmic applications and partially automated trading desks. It can also deliver real-time trading updates to risk management and compliance teams. Just like the original, the EMSX API Server connects firms to 1,600+ brokers representing more than 2,800 algorithmic, direct market access (DMA), program and cash trading destinations.

The EMSX API Server combines extensive Bloomberg content and analytics with trading access, alerts and liquidity discovery. It integrates Bloomberg exchange and broker data with real-time and historical trade data, enabling sophisticated trade analytics. Global, 24/7 service and support are also included.

Extensive capabilities for buy-side firms

- Access to algos, dark pools, cash desks and ECNs
- Futures destinations include algos and direct market access (DMA)
- Integrated platform includes RFQ for options
- Pairs trading
- Basket trading
- Real-time transaction cost analysis (TCA)
- Access to trade-cost model and the Bloomberg FIX network

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Easy FIX network access

With the EMSX API Server, firms gain seamless and flexible access to the world's largest FIX network without the need to build, maintain or support FIX infrastructure. Firms no longer have to build customized gateways and adaptors for specific execution destinations or manage updates when broker requirements change.

Proven technology

The EMSX API Server is powered by the Bloomberg Platform, a managed service that coordinates data among users, applications and other destinations worldwide. The Bloomberg Platform is deployed on site but located outside the firm's firewall so it can be managed remotely and securely. This makes it easy and cost-efficient for firms to utilize the operational strength of our proven infrastructure.

Another critical enabler of this solution is the Bloomberg API, which allows firms access to an extensive array of Bloomberg services in a simple, streamlined way. This built-in efficiency makes it easier for firms to utilize trading data from EMSX within other Bloomberg applications as well as extend other applications that use the Bloomberg API to add trading capabilities. Essentially, firms can use a single method for retrieving market or trading data instead of managing separate processes.

Transparent systems monitoring

When firms deploy the EMSX API Server and take the appliance hardware, Bloomberg handles performance monitoring, workload balancing and alert detection and resolution. To maximize transparency, the solution includes the Bloomberg Appliance Management System (BAMS), which provides visibility into the health and stability of the network through real-time metrics. BAMS also features integrated ticketing with alerts and notifications to coordinate troubleshooting between the firm and our network operations group.

Global 24/7 support

Firms that implement the EMSX API Server automatically receive 24/7 global service and support. All calls are answered by highly trained professionals who can resolve the issue or escalate the call to a dedicated specialist in EMSX.

Take the next step.

To learn more about the EMSX API Server, visit bloomberg.com/professional or reach us at bems@bloomberg.net

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