

# Build, connect and scale applications with the Bloomberg App Portal & Terminal Connect.

## FRONT-OFFICE USERS REQUIRE UNIQUE SOLUTIONS

Within financial firms, developers often struggle with creating and maintaining applications that deliver the integrated data, analytics and functionality that front-office users demand. Oftentimes, proprietary and market data are displayed on different systems (e.g., desktop application and web portal), increasing trade decision time and introducing manual errors for end users. This issue is further exacerbated when sell-side firms need to disseminate their proprietary IP (e.g., analytics and research) to their buy-side clients. To compete, developers need their apps to deliver robust data and full functionality within their users' preferred environment.

## LAUNCH APPLICATIONS WITH BLOOMBERG

Bloomberg offers a comprehensive solution with the App Portal. Create powerful applications that integrate directly with the Bloomberg Professional service, taking advantage of high-quality data and analytics not available elsewhere. Applications can be created in a variety of programming languages, now including HTML5 for web-based apps. With minimal coding, an application that once resided on a browser is now delivered and feels like a Bloomberg function. Accordingly, applications will be enriched with Bloomberg assets, with the end-user benefit being a unified experience between web application and the Bloomberg Terminal®.

Once an approved application is live on the Bloomberg App Portal, it can be accessed by a community of more than 325,000 Bloomberg Terminal users. Trials and purchases are made simple with a convenient single sign-on and payments managed on the back end. Finally, as an application grows in popularity, Bloomberg provides in-depth usage analytics to understand end user interactions

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Create applications for the Bloomberg Professional® service that combine proprietary data with analytics and data from Bloomberg, then distribute those applications to a community of more than 325,000 potential customers.

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### DEDICATED SUPPORT TO HELP YOU LAUNCH

We value the expertise of our developer partners, but understand that it takes more than great programming to make an app successful. To this end, we offer multiple layers of support to help ensure the success of your app. We provide 24/7 global development support by industry experts who can consult on your app development, and marketing channels to assist you in promoting your application across the Bloomberg Professional service. In addition, we provide in-house client engagement services with Sales, Analytics Support and Application specialists, as well as Bloomberg's world-renowned client support to assist end users.

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**Approved applications live on the App Portal and can be accessed by a community of more than 325,000 Bloomberg Terminal users.**

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## BUILD

- **Highest-Quality Data & Analytics** – Bloomberg provides the most accurate and reliable data and analytics — trusted by financial institutions and media companies around the world. Developers can reduce development costs and project times by incorporating Bloomberg functionality.
- **Intuitive SDKs** – Bloomberg's SDK allows App Portal developers to create extensions to the Terminal for publication and sale.
- **Terminal Integration** – Utilize a simple programming interface to initiate Bloomberg functions within an App Portal application as well as synchronize with Bloomberg Launchpad®. This added benefit allows applications to work seamlessly with the Terminal. Integrate Bloomberg trading systems functionality, such as Trade Order Management System (TOMS) or EMSX, directly into an application to offer end users a more seamless workflow.
- **Development Consulting** – App Portal developers are provided hands-on guidance and industry knowledge from our development teams globally to get the support they need to bring a successful application to clients.



## SCALE

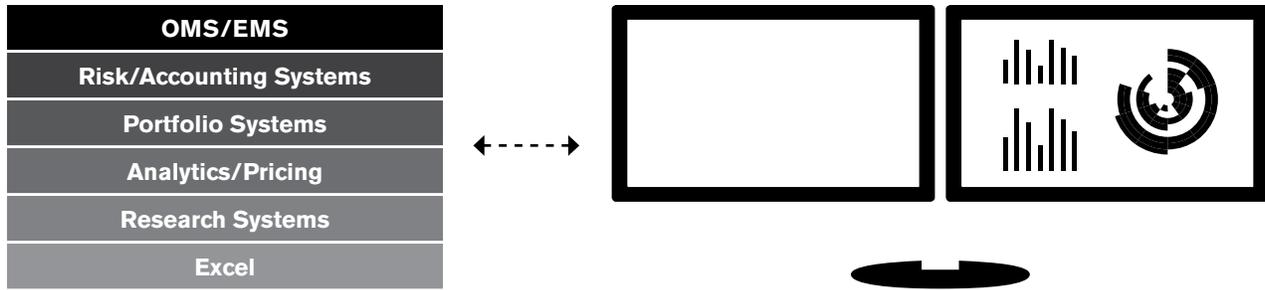
- **Built-In Payment System** – Bloomberg handles all accounting, collections and invoice processing for App Portal developers.
- **Usage Analytics** – Gain a deeper understanding of subscribers' behavior to better improve an application over time, including usage, statistics and subscription information.
- **Client Engagement Services** – The App Portal team consistently works closely with our Sales, Customer Support and Application specialists to understand and recommend applications to clients based on their interests, role and workflows.
- **Customer Support** – Bloomberg customer support provides assistance to clients using the Terminal as well as App Portal applications.
- **Marketing Channels** – We offer marketing and communications support to help our partners generate business.



## CONNECT

- **APPS <GO> Distribution** – With a client base of more than 325K Terminal users within financial services firms, App Portal developers have direct access to the clients they are looking to do business with.

## Third-Party Applications



### COMPLETE TASKS IN FEWER STEPS

- Run any Bloomberg Terminal function from a proprietary application
- Enhance the speed and convenience of critical processes
- Eliminate keystrokes
- Enable two-way communication with Bloomberg Launchpad groups

### TERMINAL CONNECT LINKS PROPRIETARY TOOLS & SPREADSHEETS WITH THE BLOOMBERG PROFESSIONAL SERVICE

More than 325,000 front-office professionals rely on the Bloomberg Professional service for real-time data, news and analytics. Routine daily workflows, however, often involve many other tools, including proprietary applications for order management, execution, analytics, pricing and risk, as well as customized spreadsheets. Unfortunately, these processes quickly become inefficient when users have to enter the same details from proprietary applications into the Bloomberg Terminal.

With Terminal Connect, users have one straightforward interface that enables proprietary applications (desktop and web-based applications) and Microsoft Excel® spreadsheets to launch Bloomberg Terminal functions as well as synchronize with Bloomberg Launchpad, a customizable workspace designed for clients. Using the Terminal Connect toolkit, applications within the App Portal can also invoke Bloomberg Terminal functions for an even more fluid user experience.

### BLOOMBERG FOR ENTERPRISE

To succeed today, financial institutions must respond to challenges that are not addressed by traditional approaches. They require world-class solutions that integrate people, processes, information and technology for the front office, middle office and operations. Bloomberg partners with these institutions to protect and capitalize on data, manage risk, deliver transparency and control costs. Through enterprise-level expertise and three decades of deep industry experience, Bloomberg creates real value through the use of innovative technology that turns data into a strategic asset.

### TAKE THE NEXT STEP

Learn more about how we can help your firm make the most of new apps and how your clients can complete tasks more efficiently. Visit [bloomberg.com/enterprise](http://bloomberg.com/enterprise) or reach us at [eprise@bloomberg.net](mailto:eprise@bloomberg.net).

[bloomberg.com/enterprise](http://bloomberg.com/enterprise)

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