Develop and distribute applications to increase client engagement and efficiency.

**USERS REQUIRE UNIQUE SOLUTIONS**
Many users on both the buy- and sell-side are saddled with inefficiencies. 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. 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.

At many financial firms, developers are tasked with creating an integrated enterprise applications within their users’ preferred environment. Developers often struggle with creating and maintaining applications that deliver the data and functionality that users demand. More often than not, projects are delayed when those teams spend more time sourcing data and managing the underlying distribution infrastructure.

**APP PORTAL EASES DISTRIBUTION**
The Bloomberg App Portal provides a comprehensive solution, allowing development teams to focus on building powerful applications. The App Portal framework provides zero-touch distribution and infrastructure to any user globally.

Apps can be distributed worldwide in seconds and can be accessed anywhere with remote access to the Bloomberg Terminal. Additionally, these apps integrate directly with data and functions from the Terminal as well as Bloomberg’s Identity Management solution to ensure data privacy and end user validation.

**SEAMLESS PRODUCTIVITY**
The App Portal creates numerous opportunities for firms to improve efficiency by eliminating manual distribution of applications and spreadsheets. Firms can enhance productivity with internal apps that combine proprietary data and analytics with Bloomberg data on a single screen. Firms can also develop apps for clients that feature tailored analytics and research and integrate Bloomberg Terminal functions. In all cases, the App Portal features an entitlement interface to authenticate users with convenient single sign-on.

**BIG ADVANTAGES WITH LOWER CAPITAL COST**
Financial firms can use the Bloomberg App Portal to:
- Showcase innovation in analytics via apps to more than 300,000 Bloomberg subscribers
- Distribute tools to global professionals in an easier, more reliable way
- Co-mingle proprietary content with Bloomberg data and analytics to create a richer user experience
- Develop apps that integrate Bloomberg Terminal functions as part of the user experience
- Reduce development costs and project times by incorporating Bloomberg functionality
- Minimize distribution and support costs by leveraging the Bloomberg App Portal distribution network
- Create applications that are Launchpad® windows for superior efficiency
The Bloomberg App Portal provides an easier, more reliable way for financial firms to distribute innovative apps that meet the needs of clients and employees.

**ENTERPRISE ADVANTAGES**

The Bloomberg App Portal delivers important benefits across the enterprise:

**Front office users** can avoid the inconvenience of manually integrating data from multiple screens and sources, as well as access proprietary content (such as risk dashboards and P&L monitors) anywhere with remote access to the Bloomberg Professional service.

**Sales and client service teams** can work with developers to build apps that meet specific client needs. These apps can retain a branded look and feel and integrate familiar Bloomberg Terminal functions.

**Internal developers** will appreciate the ability to deploy apps to Bloomberg subscribers at their firms through the highly resilient Bloomberg private network.

**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. Visit bloomberg.com/enterprise or reach us at eprise@bloomberg.net.