Terminal Connect links proprietary tools and spreadsheets with the Bloomberg Professional service.

**Third-Party Applications**

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<td>Risk /Accounting Systems</td>
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**DAILY ACTIVITY REQUIRES MANY APPLICATIONS**

Clients rely on the Bloomberg Professional® service for real-time data, news and analytics. Routine daily activity, 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 tools into the Bloomberg Terminal. For example, a typical user must go back and forth between in-house applications and Bloomberg functions like news, security description, company information, pricing and trade tickets. Repetitive data entry adds minutes to each transaction and slows down execution.

**TERMINAL CONNECT INCREASES EFFICIENCY**

Terminal Connect from Bloomberg streamlines all of these business-critical processes, dramatically reducing the need for redundant data entry and application-hopping.

This straightforward interface enables proprietary applications and Microsoft Excel® spreadsheets to launch Bloomberg Terminal functions as well as synchronize with Bloomberg Launchpad®, a customizable workspace designed for clients.

**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
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.

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