Develop and distribute web-based applications to increase client engagement & efficiency.

**USERS REQUIRE UNIQUE SOLUTIONS**
In working within institutional capital markets firms, many users encounter workflow inefficiencies. Market professionals can be asked to log into multiple web-based applications provided by vendors and institutional firms. Oftentimes these web applications display niche information. Once viewed, end users then go back to their Bloomberg Terminal® for their overall market activities. This negative workflow is further compounded by the need to remember usernames, passwords and website addresses.

**APP PORTAL ACCELERATES THE USE OF WEB APPLICATIONS**
The Bloomberg App Portal now provides a comprehensive solution, allowing firms to deliver their HTML5-based applications with Bloomberg functionality. With minimal coding, an application that once resided on a browser is now delivered and feels like a Bloomberg function. By doing this, applications will be enriched with Bloomberg assets, with the end-user benefit being a unified experience between web application and the Bloomberg Terminal.

The App Portal HTML5 framework provides a series of tools that take an existing web applications code and that layer in additional “Bloomberg users only” features. These features will “power up” the user interface with Bloomberg’s key assets, including data, launching Terminal function, and Bloomberg’s Identity and Access Management single sign-on (SSO) solution to ensure data privacy and end-user validation. All applications can be published as part of Launchpad to take advantage of LP functions like hotspot and Group Manager. Web applications launched via the App Portal can auto log on the user, work within the user’s Launchpad and take advantage of Bloomberg services to make them unified with the rest of the user’s Bloomberg experience.

A web application delivered via the App Portal uses a suite of custom JavaScript APIs that provide access to the Bloomberg Professional® service. These APIs are available only when the web application is being accessed by a Bloomberg web application running within the Bloomberg Terminal process.

**BIG ADVANTAGES WITH LOWER CAPITAL COST**
- Publish an existing web application as a Bloomberg-powered function
- Increase usage of your web application with data and workflow features exclusive to the Bloomberg App Portal, including analytics and Bloomberg Terminal functions
- Easily incorporate market and reference data from Bloomberg to be calculated and displayed within your web application; sourcing and delivering market data to end users is no longer required
- Use single sign-on (SSO) to let end users automatically log into a web application using their Terminal login credentials
- Reduce development costs by incorporating Bloomberg functionality alongside key application features
- Launch your web applications within Bloomberg’s Launchpad workflow for end user efficiency
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 applications that combine proprietary data and analytics with Bloomberg data on a single screen. Firms can also develop applications for clients that feature tailored analytics and research and integrate with Bloomberg Terminal functions. In all cases, the App Portal features an entitlement interface to authenticate users with a convenient single sign-on.

FEATURES & BENEFITS
HTML/JavaScript Development toolkit allows a developer to extend an existing web application and bring it into the Bloomberg Terminal with minimal coding.

Proprietary Single Sign-On (SSO) allows the application to be automatically logged in with Bloomberg credentials. No more remembering passwords and URLs.

Applications can invoke Bloomberg Terminal functions with the Terminal Connect toolkit.

Launchpad Integration allows a web application to synchronize with a Launchpad security hotspot and Group Manager.

Data can be accessed via proprietary App Portal JavaScript libraries. These libraries allow the application to call, calculate and present Bloomberg content with the applications data and information.

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 applications that meet specific client needs. These applications can retain a branded look and feel and integrate with familiar Bloomberg Terminal functions.

Application developers will appreciate the ability to deploy applications 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 and optimizes workflows and operations.

TAKE THE NEXT STEP
Learn more about how we can help your firm make the most of new applications. Visit bloomberg.com/enterprise or reach us at eprise@bloomberg.net.