DATA AS A SERVICE
Data As A Service is a Managed Service offering from Bloomberg PolarLake to enable the on-boarding of Vendor Data Feeds, to the integration of those feeds to consuming applications and manage changes to Vendor Feed interfaces in a controlled fashion. Bloomberg PolarLake’s Data Operations team monitors all customers’ configurations ensuring timely delivery of their customized outputs.

DAAS is a Managed Service alternative to in-house bespoke feed adaptor maintenance and ongoing efforts to process Vendor Data. It can also be used to assist with the integration of Vendor Data to proprietary or third party applications – especially in cases where standard third party adaptors are not compatible with all the Vendor Data Feeds/Products required and when embellished with the users’ own proprietary data.

Vendor Data On-boarding and Integration Challenges
Typical challenges faced by firms consuming vendor data, such as Bloomberg Reference Data, include:

- The scheduling and downloading of large files throughout the day and managing requests as they happen
- Extraction of relevant Securities of Interest and Delta Management across multiple files
- File integrity and basic data validations such as file valid header/footer formats, record count verification and field type validation
- Transformation of data into multiple application-specific formats
- Managing vendor updates (field additions, field definition changes, bulk data updates etc.) and consequentially re-testing of systems and processes
- Audit and control of the process

The Solution – Bloomberg PolarLake Data as a Service

- Managed Service delivering data in client specified formats from a single 3rd Party Vendor Data source (e.g. Bloomberg Reference Data) to target application outputs and data models
- Enriching Vendor Data with customer-supplied identifiers, symbology and additional data content
- Bloomberg PolarLake Data Operations teams monitor customers data source deliveries, data transformations and data distributions
- Available for Bloomberg and other data vendor sources
- Covers Pricing & Reference Data

Solution Benefits

- Faster time to market when consuming Pricing & Reference Data
- Increased Operational Efficiency, Data Quality and Supply Chain Transparency
- Reduced Bulk Data Storage and Maintenance Costs
- Reduced Internal Data Feed Operational Support Resources
- Reduced Feed Adaptor Development Resources
DATA AS A SERVICE (DAAS) VALUE PROPOSITION FOR BLOOMBERG REFERENCE DATA CLIENTS

FASTER TIME TO MARKET WHEN CONSUMING BLOOMBERG REFERENCE DATA

Bloomberg Reference Data customers can rely on Bloomberg PolarLake to design, test and implement Bloomberg Reference Data on-boarding and processing solutions in a Managed Service environment.

Bloomberg Reference Data Interface
The Bloomberg PolarLake Implementation Team configures each customer’s DAAS Solution to retrieve data from Bloomberg Reference Data Products per each client’s unique requirements. For Per Security users, this includes the creation of Per Security request files in the required syntax and the request/retrieval process for the request and output files (BVAL and BVAL OTC are also supported). For Back Office users, this includes the downloading of the Back Office files and aggregation of data content across different file types (for example, data from both pricing files and descriptive files). For customers using a combination of Per Security and Back Office Products, Bloomberg PolarLake will manage the acquisition of data across those products, using each product as required.

Cross-Referencing, Mapping, Translation Rules
The Bloomberg PolarLake Implementation Team will create the business logic required to link data from Per Security files, Back Office files and customer supplied files (these files include information such as security identifiers, security classifications, prices, etc.). In addition Bloomberg PolarLake manages business requirements and creates transformation rules for mapping and translating Bloomberg fields and values into the fields and data output required.

Testing
The Bloomberg PolarLake Implementation Team works with each customer to ensure the DAAS output files are created correctly and on time. During this testing phase, the Bloomberg PolarLake Implementation Team will manage customer feedback and update the DAAS configuration to incorporate changes to the Bloomberg Reference Data Interface or Cross-Referencing, Mapping and Translation Rules.

Benefits
Customers can rely on Bloomberg PolarLake for business analysis (understanding how to acquire data from Bloomberg Reference Data products, developing cross-reference, mapping, translation rules, managing testing) and technical development (the design of the actual reference data interface and rules engine) when consuming Bloomberg Reference Data. As a result, DAAS customers benefit from a faster time to market when building Bloomberg Reference Data on-boarding and processing solutions.
INCREASE OPERATIONAL EFFICIENCY, DATA QUALITY AND SUPPLY CHAIN TRANSPARENCY

Customers can rely on Bloomberg PolarLake to proactively monitor and troubleshoot daily production operations in the processing of Bloomberg Reference Data through its industry leading Data Operations Managed Service capability.

Supply-Chain Monitoring and Data Quality

Bloomberg PolarLake monitors each DAAS customer’s daily output process supply chain, ensuring that all input files are received in a timely manner (i.e., Back Office files and customer-supplied files are received as expected), the cross-referencing/mapping/translation rules are applied and the output file is created and delivered on time. If any piece of the supply chain breaks, the DAAS technology allows the Bloomberg PolarLake support team to pinpoint where the break occurred and they will follow-up directly with the appropriate party (Bloomberg Reference Data or the customer). Bloomberg PolarLake Data Operators also monitor common data quality issues across securities and escalate issues with the Bloomberg Reference Data Team. Data Quality observations are produced for clients based on the source metrics (availability and timeliness) and record level metrics (record number checks, file date, file structure, file syntax). Once the Data Vendor produces replacement Data for such problems Bloomberg PolarLake will use this Data to fulfill the DAAS orders. DAAS provides the client with reporting on source and record data quality observations on a daily basis.

Benefits

DAAS customers will no longer need to develop their own system of alert notifications that indicate problems in their Bloomberg Reference Data download and transformation process. In addition, customers will not have to spend time and resources troubleshooting Bloomberg Reference Data download or transformation failures. Also Bloomberg PolarLake’s Data Quality observations and alerting provides an understanding of common source level and record level data quality metrics and the advice of domain experts as how to remediate them for critical large scale exceptions.
REDUCED BLOOMBERG DATA BACK OFFICE FILE PROCESSING AND STORAGE COSTS

In many cases Bloomberg Reference Data Back Office users spend a lot of processing effort and storage capacity when loading large files and extracting the required securities of interest from multiple files.

**Back Office Subscription**

Back Office subscriptions provide customers with the timely delivery of different types of reference data (descriptive, pricing, corporate actions). To accomplish timely delivery, the data is segmented into many different files: by data type (descriptive, pricing, corporate action) and by region (Asia, Europe, North America, Latin America). As an example, the most popular Bloomberg Reference Data subscription, Global Equities, delivers 30 unique files per day at various times.

Bloomberg PolarLake manages the timely download of Back Office files for DAAS customers within the Bloomberg PolarLake data center (customers maintain their Back Office licensing agreements directly with Bloomberg). Content required for a customer’s Daas output file is sourced from the appropriate Back Office files – across geographies and/or file type (ie descriptive, pricing).

**Benefits**

DAAS customers will be able to take advantage of all the Back Office features, such as timely delivery, broad coverage and comprehensive content without incurring the cost and maintenance of managing their own database storage solution.

FASTER DELIVERY OF TRANSFORMED DATA

Bloomberg PolarLake’s DAAS Technology is designed to load, transform and deliver data quickly making Data contained in Bloomberg Back Office files available in a timely manner.

**Supply Chain Technology**

DAAS uses Bloomberg PolarLake’s core technology that enables the flexible definition and execution of powerful data supply chains from source to target. This technology is the basis for high performance and flexibility in DAAS solutions.

**Benefits**

Bloomberg Back Office files, in some cases, containing over a million records, will be processed quickly and efficiently. In addition, the process of collating all securities from all sources (Reference Data files and customer-supplied files) and applying the data mappings and transformations to those records is performed using Bloomberg PolarLake’s technology. As a result, DAAS customers benefit from faster Bloomberg data acquisition, transformation and distribution allowing them to complete dependent tasks quicker and deliver data to their consumers earlier.
REDUCED INTERNAL BLOOMBERG REFERENCE DATA SUPPORT RESOURCES

All Bloomberg Reference Data product changes, such as field changes, field value logic changes and format changes etc. are proactively managed by Bloomberg PolarLake.

Bloomberg Reference Data Notifications
Weekly Reference Data notifications contain information about product changes such as:

- Field Logic Changes - for example, changing the “callable flag” for make whole bonds from Y to N
- Field Meta-Data Changes – for example, change the decimal precision
- Scheduled Bulk Data Updates – for example, populating the exchange symbol field for a certain market
- Back Office field additions – for example, adding fields to a certain Back Office field layout

These product changes can have significant impact to customer’s Bloomberg Reference Data interface, their mapping, translation rules and ultimately their downstream applications.

DAAS Support
Bloomberg PolarLake Support will monitor these Reference Data notices and ensure that the DAAS Reference Data interface supports upcoming changes affecting the loading and storing of files. In addition, they will assess the impact of these changes on each customers DAAS solution and if necessary coordinate customer discussions and recommend a plan of action.

Benefits
DAAS customers do not have to spend time and resources analyzing Bloomberg Reference Data notifications. As a result, they can allocate their resources to their mission critical tasks while being assured that they will be proactively notified about the impact of these changes to their DAAS solution and guided through any changes that may need to be applied.

Client Defined Formats Managed by Bloomberg PolarLake

![Bloomberg PolarLake Interface](image)
INCREASED EFFICIENCY FOR BLOOMBERG REFERENCE DATA DEVELOPMENT RESOURCES

Customers can rely on Bloomberg PolarLake to add/remove fields, update mapping/translation rules and adjust timing of their data deliveries.

Change Management
The Bloomberg PolarLake Support Team is there to make changes to customers DAAS solutions as required, such as adding additional DAAS output files (along with their sourcing and transformation rules), adjusting DAAS output schedules and changes to output formats (different headers/footers, etc). These changes can also be fully tested in a duplicate, yet separate DAAS testing or UAT environment. The Bloomberg PolarLake Support Team will manage the entire testing process through to production release.

Benefit
When DAAS customers need to make changes to their Bloomberg Reference Data integration, they only have to contact Bloomberg PolarLake Support and the team will update their DAAS solution.
For more information, please visit bloombergpolarlake.com or contact our offices.