ENTERPRISE DATA MANAGEMENT—REFERENCE DATA SECURITY MASTER

Risk and Regulatory Reporting Data Management Platform

Bloomberg PolarLake
Because of the planned introduction of new trade regulatory reporting requirements to the local market, the client began a project to establish a reference data security master fed by multiple data sources. This security master would provide the needed reference data and reduce operational risk.

CLIENT REQUIREMENTS
The following solution requirements were established:
• Create a reference data security master environment
• Reduce operational risk through standardized and audited processes
• Improve use of vendor data – expansion of Bloomberg data usage and introduction of Six Financial data
• Supply quality reference data to the new trade regulatory reporting solution and established critical systems
• Assure on-time data delivery
• Manage enterprise data cost and usage through targeted data selection
• Build in flexibility to provide for future expansion of both additional data sources and the distribution of data to additional business applications

The client chose to adopt the Bloomberg PolarLake EDM Managed Service, which provides the following services and benefits:

VENDOR FEED ON-BOARDING AND MANAGEMENT
On-boarding and proactive management of vendor sources both End of Day batch feeds and ad-hoc data requests. Bloomberg Back Office files and per security requests are managed. Six Financial data has been on-boarded and is managed on a daily basis - a feed new to the client and where no previous internal knowledge was available.

CLIENT DATA ON-BOARDING
Client provides a daily securities-of-interest file that determines which instrument reference data is to be updated. Bloomberg PolarLake incorporated this file into the managed service as a client data source.

APPLICATION OF CLIENT BUSINESS RULES IN THE BLOOMBERG POLARLAKE ENVIRONMENT
The client provided vendor hierarchy and data business rules for application in the service. Bloomberg PolarLake business analysis staff supported the client and implemented the rules.

MONITORING AND DELIVERY OF THE REFERENCE DATA PRODUCTION PROCESS
This monitoring covers the process from acceptance of daily client securities-of-interest files to the delivery of daily security master updates. The solution provides continuous monitoring of both vendor feeds and their data to the timely delivery of the client’s securities-of-interest inputs, as well as a proactive liaison with vendors and client to address any breaks in the supply chain.

A FLEXIBLE REFERENCE DATA SOLUTION

> On-boarding
> Ongoing Feed Maintenance
> Feed Processing
> Vendor Interactions

> Vendor Feeds
> Client’s Data
> Operational Intelligence

> Internal Feeds
> Internal Classifications
> Internal Cross-referencing
> Non-standard Feeds

> Vendor Hierarchies
> Price Tolerances
> Exception Processes Flows
> Local Output Formats
> Distribution Services

> Monitoring & Alerts
> Intelligence Exception Assistance
> Industrial Strength Audit & Transparency

Figure 1 – The Bloomberg PolarLake Difference
EXCEPTION MANAGEMENT
The Bloomberg PolarLake solution provides intelligent exception management and client support as well as state-of-the-industry audit and transparency.

A COMPLETE AND MANAGED HARDWARE, SOFTWARE AND DATA CENTER ENVIRONMENT
Bloomberg PolarLake provides a state-of-the-art data center, running the next-generation EDM Platform. This includes a common processing data vendor environment as well as client-specific processing environment.

ESTABLISHED EDM PROJECT DELIVERY SKILLS AND PROCEDURES
Bloomberg PolarLake leverages project staff who have many years of experience in the EDM space and a well-established and responsive delivery processes.

The service was delivered in close association with the Bloomberg PolarLake team and the client.

ON-BOARDING OF CLIENT SECURITIES OF INTEREST
The securities-of-interest universe is spread across nine business areas. Bloomberg PolarLake data experts supported the client in the definition of the source for each attribute in each vendor for each asset class. This work was a tripartite effort between the client, the vendors and Bloomberg PolarLake.

The business analysis team worked with the client to define both core data-fulfillment needs and the interaction model. Our data operations team worked with the client to define detailed data mappings including defining normalized forms standard code schemes, translation of vendor codes and identifiers to standards such as MIC, ISO Country and Currency of each field where required.

ASSET CLASSES COVERED BY THE SERVICE

<table>
<thead>
<tr>
<th>INSTRUMENT TYPE</th>
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<tbody>
<tr>
<td>Equities/Shares</td>
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<tr>
<td>Bonds</td>
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<td>Lottery Bonds</td>
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<td>Options (Equity Options, Equity-Linked Options)</td>
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<td>Money Market Blls</td>
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<tr>
<td>Futures and Forwards (Eurex, Liffe, CME, SGX)</td>
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<tr>
<td>Medium-Term Notes</td>
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<tr>
<td>Rights</td>
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<tr>
<td>Structured Products – Equity-Lined Notes</td>
</tr>
</tbody>
</table>

VENDOR ON-BOARDING AND FEED MANAGEMENT
Bloomberg PolarLake Business Analysts and Data Operations staff, in regular contact with data vendors, delivered three types of information:

- Knowledge of the full range of data available from both Bloomberg and Six Financial data sources
- Knowledge of vendor data structures and delivery mechanisms
- Knowledge of delivery schedules

This expertise allows the service to provide complete vendor data management and delivery.

CLIENT BUSINESS RULES
The Bloomberg PolarLake project team implemented client/vendor hierarchy requirements as business rules, thus ensuring that the service reflected the client’s “business DNA.” The business rules can be adapted at any time to meet changing requirements. Full audit trails provide industrial-strength transparency. Our platform uses intelligent rule management to understand which rules apply to which asset classes. Application of the right rules to the right instrument without duplication is a key competency of the platform.
SOLUTION DELIVERY—
BLOOMBERG POLARLAKE EXPERTISE

EXCHANGE-TRADED DERIVATIVES MAPPING
The client delivered its own internal exchange-traded derivatives symbols for both futures and options across a wide range of underlying asset classes: equities, commodities, interest rate, fixed income and more. The service translates the client symbols into the vendor’s symbols/tickers, thus overcoming the symbology mismatch that is such a bugbear in the industry. In addition, Bloomberg PolarLake business data experts worked closely with the client to define a cross-reference and matching environment applicable to the client’s selected vendors.

DEFINITION AND DELIVERY OF CONSUMER DATA
The Bloomberg PolarLake project team translated the client’s data orders into a client-defined form, matching the receiving systems data format to enable integration without translation. Data delivery is carried out according to client-defined schedules and includes operational intelligence that highlights suspect or missing data.

BLOOMBERG POLARLAKE EDM REFERENCE DATA WORKFLOW

EDM PROJECT MANAGEMENT, TESTING AND DELIVERY
The Bloomberg PolarLake project team comprised a project manager, business analysts, data operations experts and delivery experts. This team was and is responsible for client communication testing and delivery of the service, supported by proven EDM project procedures, tools and documentation.

ABOUT BLOOMBERG POLARLAKE
Bloomberg PolarLake’s EDM service acquires, manages and distributes large volumes of financial data so it can be distributed to mission-critical risk, trading and regulatory reporting systems. Bloomberg PolarLake defined a unique managed service model for EDM, which helps global firms manage enterprise data processing and administration without incurring the cost of hardware maintenance and software upgrades.