

# **PARTNER WITH A LEADER**

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**Solutions That Drive  
Decisions**

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# BLOOMBERG ENTERPRISE SOLUTIONS

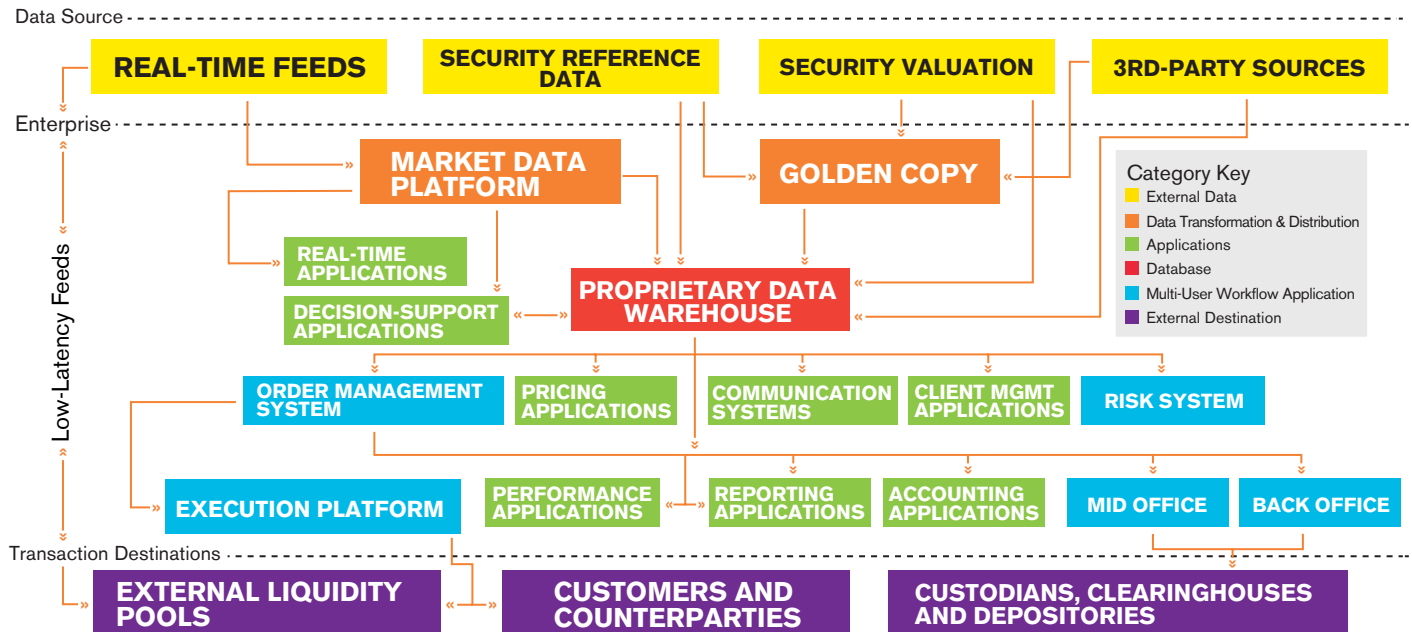
For three decades, Bloomberg has consistently demonstrated the value of innovation, information and best-of-breed customer service. You can continue to count on us as a trusted partner to the financial markets when it comes to making technology and business decisions throughout your enterprise.

We understand your information technology beyond the desktop. When we work with you to map it out, we can overlay our solutions and solve across the entire IT landscape. Our enterprise solutions leverage the best of Bloomberg's complete managed service capabilities. This combination is unique in the market. Working in partnership, we can help you control costs, streamline workflow, enhance performance and operational risk.

This suite of product offerings represents an extension of Bloomberg's premier global financial and business news, data and analytics platform to clients looking to roll back the cost of infrastructure management without sacrificing trade and transaction performance. Bloomberg is reinventing the role of infrastructure and go-to-market applications in global financial markets and extending it outside the desktop.

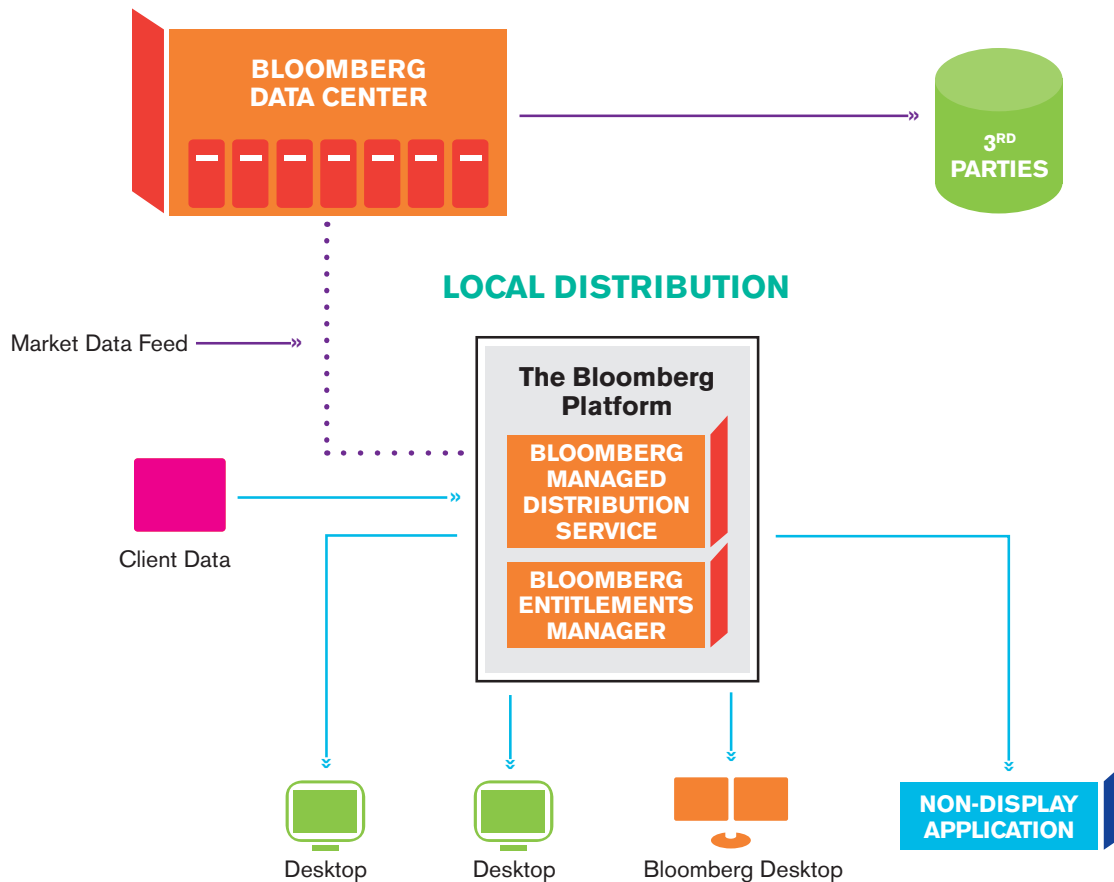
## BLOOMBERG UNDERSTANDS YOUR BUSINESS

### The Enterprise Framework



# SOLUTIONS FOR EVERY NEED THROUGHOUT YOUR WORKFLOW

REGARDLESS OF YOUR NEEDS, EPS HAS THE  
RIGHT FEATURES TO FIT YOUR WORKFLOW



- BBA data delivery exclusively for Bloomberg subscribers, a powerful complement to the Bloomberg desktop
- Real-time consolidated market data feeds for enterprises, delivered as a managed service, leveraging Bloomberg's high-performance technology and content
- Exclusive market-moving information for non-display, "black box" applications
- Pre-registered "plug-and-play" approach to third-party applications. More than 100 vendor applications are currently part of the program
- Managed distribution service leverages Bloomberg's high-performance technology, global footprint and world-class support
- Distribution service monitoring and reporting features provide 24/7 transparency to the Bloomberg managed service
- Entitlements management and reporting systems for end-user application entitlements provide value-added features for both external and internal management and reporting
- Global and local ticker plant presence for lower-latency solutions
- Open symbology
- Bloomberg's open API is readily available to the industry to enable efficient access to real-time, static and transactional data

# THE BLOOMBERG PLATFORM

Offered as a managed service, the Bloomberg Data Distribution Platform is proven to help reduce the cost, risk and management overhead of data distribution. Providing trusted entitlements, application and system monitoring, data usage management and monitoring, distribution to desktops, servers and much more, the Bloomberg Platform is a complete solution for end-users and applications throughout your entire firm.

## Distribution Service

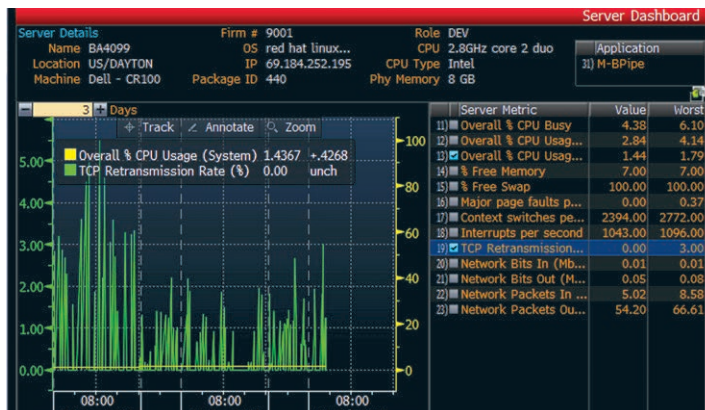
Connection to the Bloomberg Data Distribution Platform begins with the Bloomberg Appliance, a remotely managed and supported high-performance server that is the foundation of publishing, distribution, integration with the Bloomberg Desktop and connectivity to Bloomberg. This approach provides financial firms with the real-time distribution and caching of market data from Bloomberg or from internal sources and further global distribution using Bloomberg's vast private network. This creates a fully managed global distribution platform all wrapped up as a managed service.



Bloomberg Appliance

## Universal Support

The Bloomberg Appliance Management System (BAMS) offers 24/7 transparent support for all Bloomberg enterprise solutions. BAMS provides an overview of the data distribution system, its components and its performance. Real-time statistics are accessed via a client-facing GUI as well as being stored and "tickerized" for client integration, historical access and real-time monitoring. BAMS also offers an integrated ticketing system, allowing for alerts and notifications between the client and Bloomberg's network operation group that manages the global infrastructure.



Bloomberg Appliance Management System – BAMS <GO>

## Controlled Access

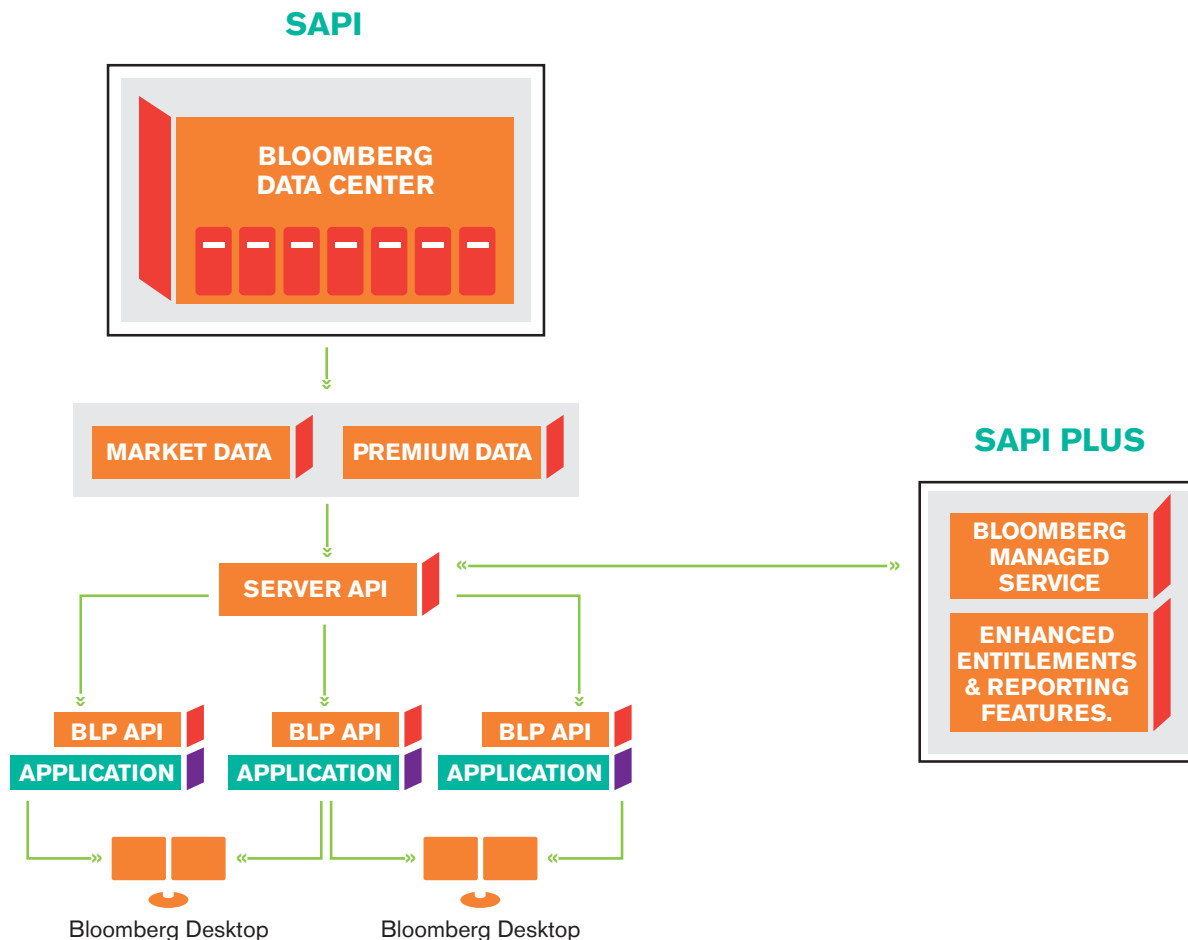
The Bloomberg Entitlements Management and Reporting System (EMRS) allows you to manage users, groups of users, applications and publishing services from an entitlements management perspective. Each data service can be controlled for user and application access to data sources ranging from B-PIPE to your internal proprietary data being published over the Bloomberg Platform. The EMRS entitlements system is accompanied by a permissioning API that allows for each end-user or server-based application to be authenticated and authorized for the appropriate use of data—all controlled by your firm.

Subscription	Enabled	InclBy Group	Name	Description	Type
21)	Yes	Y	//vipar/pagev3-qa4	DRQS 30465357: clone of //vipar/...	Local Publishing
22)	Yes	Y	//blp/mkdepth	test	Contribution
23)	Yes	Y	//blp-test/c-irs	Contribution Service DRQS 25782806	Contribution
24)	Yes	Y	//vipar/page5	page svc, v2 perm request	Local Publishing
25)	Yes	Y	//blp/epstest	test	Local Publishing
26)	Yes	Y	//vipar/page2	Page svc, v1 perm rqst	Local Publishing
27)	Yes	Y	//blp-test/c-cds	PCS:BTST - Contributions demo for...	Contribution
28)	Yes	Y	//blp-test/cds	CDS Contribution demo	Contribution
29)	Yes	Y	//blp/isteram	//blp/istream	Local Publishing
30)	Yes	Y	//blp/monitor	Monitoring and statistics data	Local Publishing
31)	Yes	Y	//blp-test/epsmktdata2	v2 platform testing - platform reca...	Local Publishing
32)	Yes	Y	//vipar/pageproxy	Local test service to test proxy ent...	Local Publishing
33)	Yes	Y	//blp/mpfbapi1	Special route on nyplat5 to feed-dev5	Contribution
34)	Yes	Y	//blp-test/	London testing for BarCap	Local Publishing
35)	Yes	Y	//blp/bapidemo	Contrib to prod TP (FE1121/22) tes...	Contribution
36)	Yes	Y	//blp/sapxtest	Contribution test service	Contribution

Entitlements Management and Reporting System – EMRS <GO>

# SERVER API: A POWERFUL COMPLEMENT TO THE BLOOMBERG PROFESSIONAL SERVICE

Exclusive to users of the BBA, Bloomberg's Server API wraps the full functionality of our popular desktop API in a robust server package. Mission-critical multi-user applications can be confidently deployed using Bloomberg's market data, historical data, reference data and calculation capabilities.



## Bloomberg SAPI

- Real-time and premium data exclusively for BBA service subscribers
- Access to Bloomberg's extensive data (market data, BPS user data) and analytics across all asset classes
- User access controls from the Bloomberg entitlements system
- Fully integrated with end-user entitlements on their BBA service
- Multiple application capabilities, including registered third-party vendor applications
- Monitor and manage connection and data usage
- SAPI software deployed on client hardware
- Encrypted connection using mutually authenticated SSL Session
- API choices include C, C++, .NET (C#, VB.NET) .COM, Java

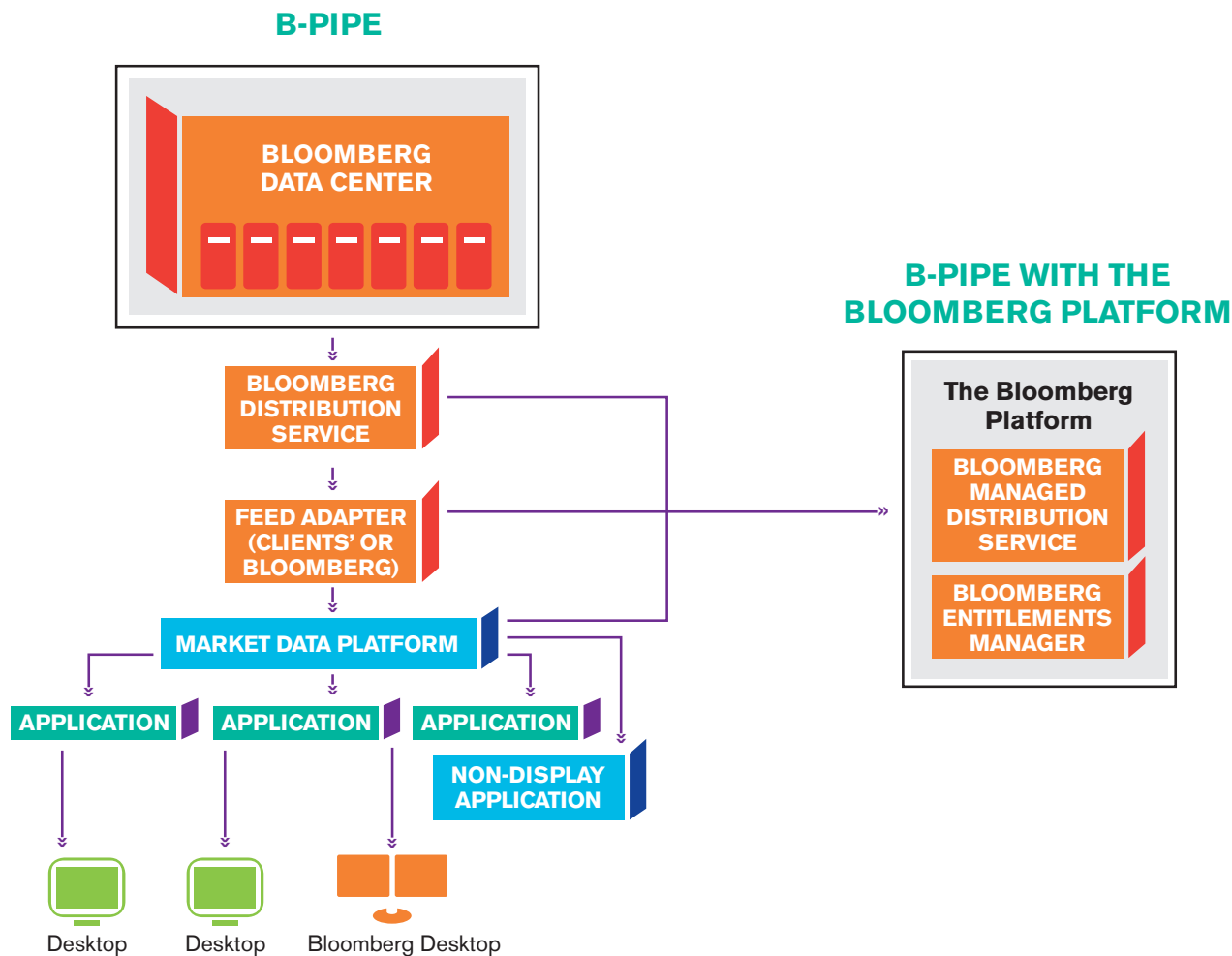
## Bloomberg SAPI Plus

SAPI Plus includes all the features of SAPI with the added benefit of working with the Bloomberg Data Distribution Platform.

- Distribution infrastructure managed by Bloomberg
- SAPI software managed by Bloomberg
- Bloomberg Appliance Management system BAMS
- Bloomberg Entitlements system, EMRS, for user and application entitlements management

# B-PIPE: BLOOMBERG'S REAL-TIME ENTERPRISE MARKET DATA FEED

Bloomberg's B-PIPE is a fast, normalized, reliable and cost-effective consolidated real-time market data feed for enterprise use. B-PIPE is delivered as a managed service, leveraging Bloomberg's high-performance technology and content to offer unsurpassed functionality and data coverage.



## Bloomberg B-PIPE

- Consolidated real-time exchange and OTC market data for Bloomberg users, non-Bloomberg users and non-display applications
- Leverages local ticker plants located around the world, thus providing efficient distribution of regional data
- Managed by Bloomberg Operations team, ensuring 24/7 availability and support
- User fees waived for BBA subscribers
- Managed data feed adapter for RMDS
- Leverages Bloomberg's open Symbology and open API

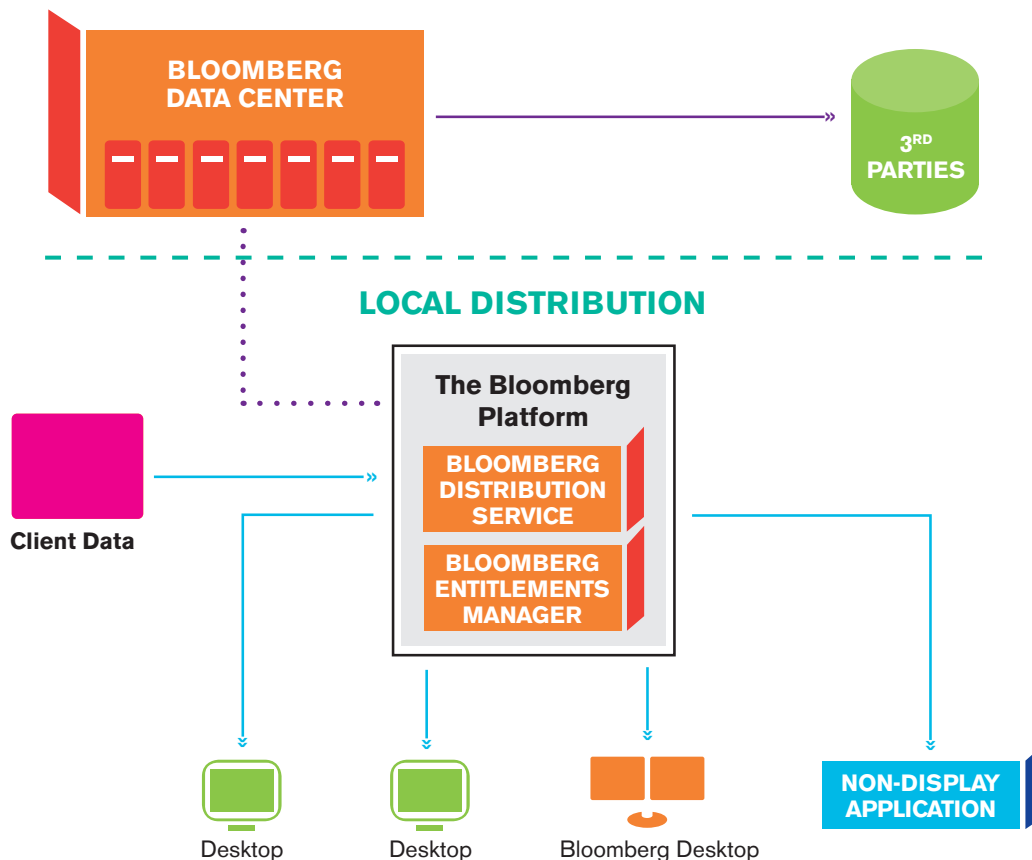
## Bloomberg B-PIPE + Platform

B-PIPE + Platform includes all the features of B-PIPE with the added benefit of working with the Bloomberg Data Distribution Platform. Bloomberg's distribution service leverages Bloomberg's global technology and infrastructure. It is complemented by BAMS, our transparent 24/7 monitoring and alerting dashboard, along with Bloomberg's entitlements and reporting system (EMRS) to manage end-users and applications.

# LOCAL PUBLISHING AND CONTRIBUTIONS: CLIENT DATA DELIVERY OVER THE BLOOMBERG PLATFORM

The Bloomberg Data Distribution Platform enables clients to publish their own data for tightly controlled, internal-only consumption. Published data is distributed locally to entitled subscribers anywhere within a site using the high-throughput, low-latency delivery mechanism.

## LOCAL PUBLISHING OVER THE BLOOMBERG PLATFORM



### Local Publishing

- Publish and subscribe to proprietary client data within the client's network
- Integration with the Bloomberg Professional desktop for displaying internal data within the Bloomberg Launchpad monitor or Excel add-in
- Desktop publishing using Bloomberg's Excel add-in or client API (BLP Open API)
- Server publishing using the same BLP Open API
- Monitor and manage connections and activity from publishing applications

### Contributions

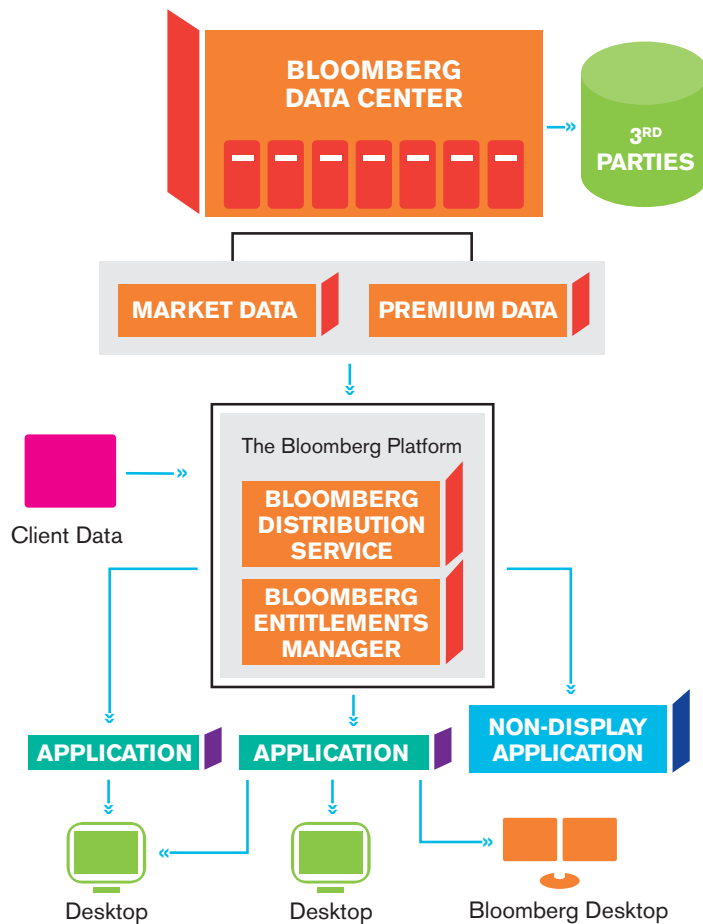
- Distribute data to BBA service subscribers globally as Contributions
- Multi-vendor contributions coming in 2013
- Leverage contributed pricing data with Bloomberg's proprietary analytics and distribution to your clients



# COMBINING PRODUCTS TO CREATE THE BEST SOLUTION

The Bloomberg Platform is the essential link to effectively and securely delivering and managing Bloomberg user data for BBA service subscribers and consolidated market data and client data for Enterprise use. The Bloomberg Appliance ensures a single, consistent point of access, while leveraging Bloomberg's open symbology and open API to reduce your market data costs—with no additional user access fee for BBA service subscribers.

## CONSOLIDATED MARKET DATA, BLOOMBERG DATA AND CLIENT DATA OVER THE BLOOMBERG PLATFORM



### Solving for the distribution of Bloomberg Professional data for Bloomberg Users and Real-Time Market Data plus Client Data for Enterprise use

Utilize the Bloomberg Platform to access all the benefits of the B-PIPE feed along with entitled access of BPS data for Bloomberg subscribers. One consistent distribution service, universal support and a common entitlements management and reporting system.

Add the ability to publish your own proprietary data, utilizing all the same features of the Bloomberg Platform and you have a complete, powerful enterprise solution that enables your entire IT workflow. Regardless of data source, the Bloomberg Platform is an open solution for managing and distributing all internal market data in a robust managed service scaled and supported by Bloomberg.

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**Explore how Bloomberg Enterprise Solutions can turn your trusted business relationship with Bloomberg into a strategic, value-added partnership. To learn more about what Bloomberg Enterprise Solutions can do for you, email us at [bloombergeps@bloomberg.net](mailto:bloombergeps@bloomberg.net).**

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**[bloomberg.com/enterprise](http://bloomberg.com/enterprise)**

**New York**  
**+1 212 318 2000**

**London**  
**+44 20 7330 7500**

**Frankfurt**  
**+ 49 69 9204 1210**

**San Francisco**  
**+1 415 912 2960**

**Hong Kong**  
**+852 2977 6000**

**São Paulo**  
**+55 11 3048 4500**

**Singapore**  
**+65 6212 1000**

**Tokyo**  
**+81 3 3201 8900**

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