The Bloomberg App Portal

Centralize, build and connect your applications

What is the Bloomberg App Portal?

The Bloomberg App Portal integrates third-party applications into the Bloomberg Professional service (Terminal®), enabling our clients to evaluate and access solutions that significantly enhance their knowledge and usage.

Our clients seek to locate these third-party services via a single access point, and Bloomberg App Portal aggregates these relevant third-party services into a unique offering, enabling ease of visibility and efficiency in productivity, while leveraging Bloomberg entitlements.

Certified Applications are enriched with Bloomberg assets, with the end-user benefiting from a unified experience between a third-party web application and the Bloomberg Terminal. An application that once resided on a browser is now delivered as a Bloomberg function.
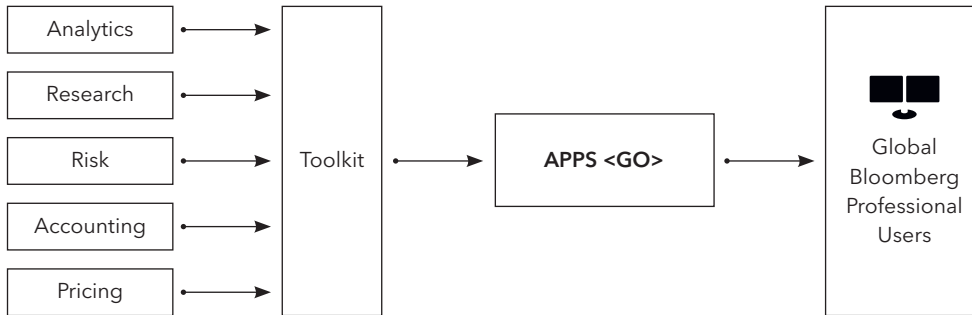
Bloomberg App Portal offers applications across the entire range of users' activities, including news, charting, technical analysis, market screening, data analysis, portfolio and risk analysis, valuation and pricing.

What does the portal offer your application?

Bloomberg Data	Bloomberg provides the most accurate and reliable data and analytics – trusted by financial institutions and media companies around the world.
Desktop API	Leverage the Bloomberg Desktop API, a suite of Excel® tools, templates and models, that permits your application to query Bloomberg's underlying data for further custom analysis.
Interoperability	Utilize a simple programming interface to initiate Bloomberg functions within your application as well as synchronize with Bloomberg Launchpad.
Single Sign-On	Bloomberg clients leverage their Terminal credentials to log into your application, permitting your application to become part of their daily workflow.
Synchronize	Leverage your client's desktop data for superior efficiency. A client's universe or portfolio is visible and accessible without any retyping/copying-pasting to your application.

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How do we support you?

Third-Party APPS

Build out your tech

- Bloomberg's **SDK** allows App Portal Partners to create extensions to the Terminal for publication and sale. We support Microsoft's Windows Presentation Foundation desktop applications as well as HTML5 web applications.
- **Development Consulting** – App Portal Partners are provided hands-on guidance and industry knowledge from our development teams globally to get the support they need to bring a successful application to clients.
- Bloomberg **functionality integration** reduces development costs and project times.
- **Distribution and Security** – App Portal apps run in a sandboxed environment ensuring our shared clients security and privacy.
  For Desktop apps, ease of deployment reduces your cost with App Portal managing version control and deployment for you.
- Integration of **Bloomberg Trading Systems** functionality, such as Trade Order Management System (TOMS) or EMSX, directly into your application offers your application end users a more seamless workflow with Bloomberg.

Scale your operations

- Bloomberg offers a **Built-In Payment System**, handling all accounting, collections and invoice processing for App Portal Partners.
- Gain a deeper understanding of subscribers' behavior via our **Usage Analytics** to better improve an application over time, including usage, statistics and subscription information.
- Bloomberg's **Customer Support** provides assistance to App Portal Partners as well as to clients using the Terminal.
- We offer both **Marketing** and **Communications** support to help you demonstrate your capabilities to our client base and to support generating business.
- **Distribution Channel** – With a client base of more than 325K Terminal users, App Portal Partners have direct access to the clients they are looking to do business with.

How do you become a certified partner?

Contact: app_portal@bloomberg.net

Take the next step.

For additional information, press the <HELP> key twice on the Bloomberg Terminal®.

bloomberg.com/professional

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