



# Client Analytics

The power of enterprise data at your fingertips

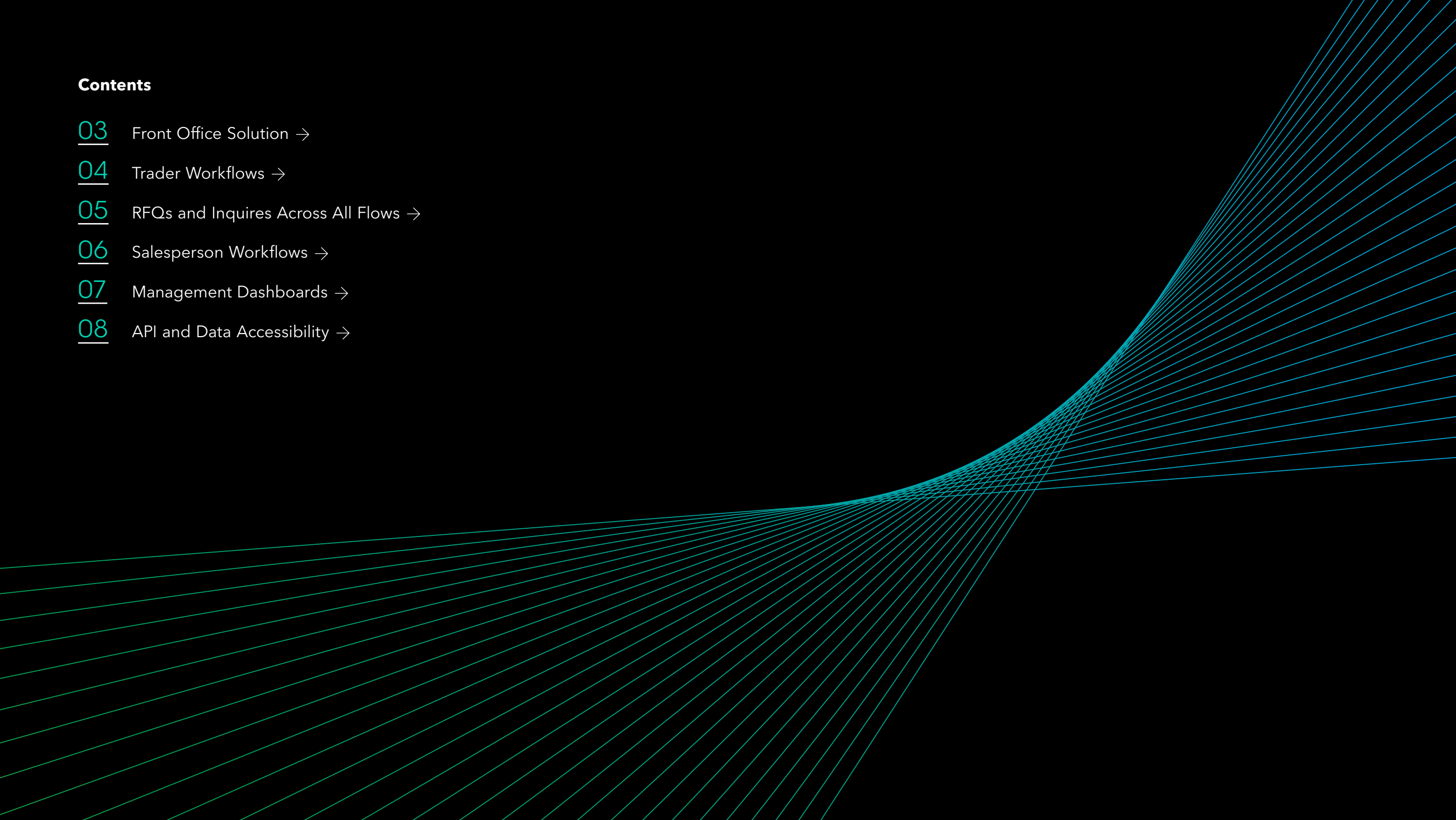
SELL-SIDE

BLOOMBERG PROFESSIONAL SERVICES

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**Bloomberg**

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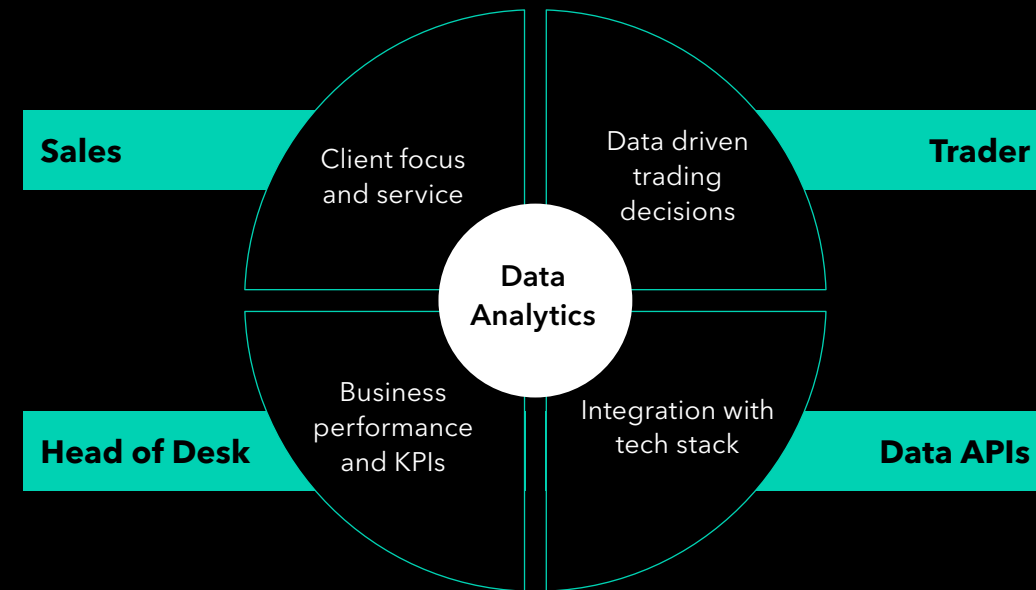
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- A decorative graphic consisting of numerous thin, parallel teal lines that originate from the left side of the page and curve upwards and to the right, creating a sense of motion and depth against the black background.

# Front Office Solution

An enterprise analytics solution that brings together trade event data across all your voice and electronic flows.

Access intelligent decision support analytics for pre-trade, in-trade and post-trade across the front office, along with a robust set of APIs that can plug into the tech stack to provide a seamless integrated workflow.

## Enterprise Solution



# Trader Workflows

Matching liquidity and understanding client supply demand dynamics has never been easier. Send targeted Axes and better manage liquidity distribution with the RUNZ and AXE trader queue.

Features Available:

- Crossing engine
- Client liquidity analytics
- Intelligent AXE workflows
- Automation of voice flows
- Market making pricing tools
- Tracking performance

1) Inquiry		2) Interest		3) Contacts		4) Settings		Salesperson Dashboard	
Security View		Event View		Filter No Filter					
Time	Security	Trigger							
09:00	IBM 7 10/30/25	Cross opportunity 1 buyer, 1 Client Note							
Cross for IBM 7 10/30/25									
Time	Source	Security	B Px / S Px	B Sz X S Sz	Side	Account	Status		
09:00	STW	IBM 7 10/30/25	99.250 /	4MM X	B	TEST	Price Sub...		
08:42	IB	IBM 7 10/30/25		4MM X	B	TEST	STRUCTU...		
04:39	IB	IBM 7 10/30/25		4MM X	B	TEST	STRUCTU...		
04:36	IB	IBM 7 10/30/25		4MM X	B	TEST	STRUCTU...		
04:36	IB	IBM 7 10/30/25		4MM X	B	TEST	STRUCTU...		
02/22	NOTE	IBM 7 10/30/25			MKT	TEST	ACTIVE		

Security	Suggestion Type	Side	Price	Amount	Detail	Excl.	Axe Profile	Actions		
1. TSLA 2 3/8 03/15/22	New Axe	BID	1178.980	50,000 USD	High client interest & not axed	50	*Axe Profile	Send	Cancel	Edit Recipients
2. IBM 3 05/15/24 Corp	New Axe	ASK	99.618	150,000 USD	DASH note indicates client interest	10	*Axe Profile	Send	Cancel	Edit Recipients
3. AMZN 2 1/2 06/03/50	New Axe	BID	98.977	10,000 USD	11 client requests yesterday	0	*Axe Profile	Send	Cancel	Edit Recipients
4. MSFT 1.55 08/08/21	New Axe	BID	100.331	20,000 USD	An RFQ for a high DASH relevance...	50	*Axe Profile	Send	Cancel	Edit Recipients
5. AAPL 1.65 02/31	New Axe	BID	95.851	10,000 USD	Sold 10,000 qty	10	*Axe Profile	Send	Cancel	Edit Recipients

Details: High client relevance DASH score

DASH Score 92      Number of Trades 97      IB/MSG Count 188      Client Notes (90 days) 2

Holdings 8.345M      Ticker Matched Interest? Y

# RFQs and Inquires Across All Flows

See an aggregated view of your client RFQs/inquiries across multiple platforms. Use the notes feature to log and track voice inquiries, while electronic flows from multiple platforms can be tracked and monitored on the Inquiries dashboard giving you an overview of client activity and trends.

- Log and track voice inquiries, creating a daily to-do list for sales
- Track and monitor client trends across inquiries
- Use our integrated connections / FIX feed to consolidate electronic inquiries from multiple platforms in one place
- Aggregate and analyze client inquiries and trends

1) Inquiry											2) Interest		3) Contacts		4) Settings	Salesperson Dashboard	
Desk TFS DASH				User DESK													
1) Relevance											2) Crossing		3) Client Profile				
RUNZ/AXES											Inquiries		Single Security		Recent		
Group By None				01/01/22 - 04/21/22													
Filter No Filter																	
Time	Src	Security	Score	Comp	Acct Name	Client	Side	Quote	Price	Size (M)	Status	Ne...					
04/20/22	VCON	M 6 1/8 03/15/32 144a			Customer 3	TYLER ALBANESE	Buy	118.0000	118.0000	20	DK						
04/18/22	VCON	MVSCFB 0 04/28/22			Customer 3	TYLER ALBANESE	Sell	100.0000	100.0000	100	UNMATCHED						
04/18/22	IB	DIS 7 03/01/32			Customer 3	TYLER ALBANESE	Sell			5	UNVALIDATED						
04/18/22	STW	DIS 7 03/01/32			Customer 3	TYLER ALBANESE	Sell	100.0000	100.0000	5	Accepted						
04/18/22	STW	T 3 06/30/22			Customer 3	TYLER ALBANESE	Sell	99.0000	99.0000	3	Accepted						
04/18/22	IB	T 3 06/30/22			Customer 3	TYLER ALBANESE	Sell			3	UNVALIDATED						
04/18/22	STW	M 6 1/8 03/15/32 144a			Customer 3	TYLER ALBANESE	Buy	118.0000	118.0000	20	Accepted						
04/18/22	STW	M 6 1/8 03/15/32 144a			Customer 3	TYLER ALBANESE	Buy	122.0000	122.0000	20	Accepted						
04/18/22	IB	AMD 2.95 06/01/24			Customer 3	TYLER ALBANESE	Buy			30	UNVALIDATED						
04/18/22	STW	AMD 2.95 06/01/24			Customer 3	TYLER ALBANESE	Buy	120.0000	120.0000	30	D/Expire						
04/18/22	IB	DIS 7 03/01/32			Customer 3	TYLER ALBANESE	Sell			100	UNVALIDATED						
04/18/22	STW	DIS 7 03/01/32			Customer 3	TYLER ALBANESE	Sell	100.0000	100.0000	100	Rejected						
04/08/22	TOMS	SP 0 05/15/44			Customer 8		Buy	52.8360	52.8360	100,000	ACCEPTED						
04/08/22	TOMS	SP 0 05/15/44			Customer 20		Buy	52.8360	52.8360	100,000	ACCEPTED						
04/08/22	TOMS	SP 0 05/15/44			Customer 8		Buy	52.8360	52.8360	100,000	ACCEPTED						
04/08/22	NOTE	IBM 4 06/20/42			Customer 1	EMILY HELEN KI...					ACTIVE						
04/08/22	STW	IBM 4 06/20/42			Customer 18	EMILY HELEN KI...	Sell	99.5000	99.5000	2,000	Passed						
04/08/22	IB	IBM 4 06/20/42			Customer 18	EMILY HELEN KI...	Sell			2,000	UNVALIDATED						
04/07/22	TOMS	AAPL 1.65 05/11/30			Customer 20		Buy	88.3800	88.3800	200	ACCEPTED						
04/07/22	TOMS	IBM 7 10/30/45			Customer 6		Sell	143.5590	143.5590	100	ACCEPTED						
04/07/22	TOMS	IBM 7 10/30/25			Customer 6		Sell	121.5600	121.5600	100	ACCEPTED						
04/07/22	IB	IBM 7 10/30/25			Customer 10	DEANA KAMINSKI	Buy			10	UNVALIDATED						

## Salesperson Workflows

Dashboards utilize a client relevance algorithm to analyze client orders and market information, helping sales identify the liquidity most relevant to their clients and prioritize who to contact first.

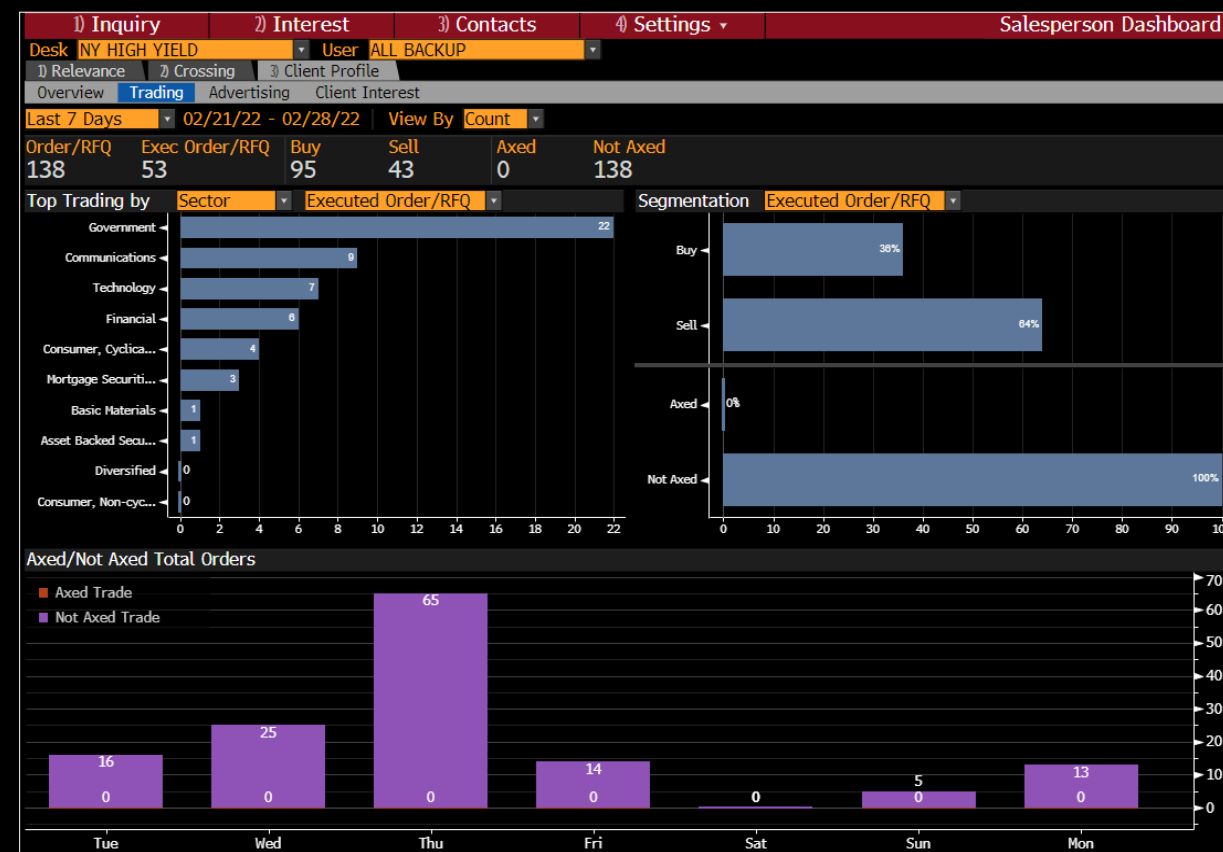
- Multi-factor client relevance algorithm which analyzes trade history, orders/RFQ, scraped IB and MSG, and notes
- View open and missed orders across the desk
- View priority Axes from your trading desk in real time
- List of accounts to call sorted by relevance per security
- Smart-target RUNZ and AXES distribution based on relevance

1) Inquiry		2) Interest		3) Contacts		4) Settings		Salesperson Dashboard							
Desk	TF5 DASH	User	DESK												
1) Relevance		2) Crossing		3) Client Profile											
RUNZ/AXES		Inquiries		Single Security		Recent									
Security View		Client View		Group By		Sector									
Filter		Priority		Priority: Y											
Time	Security	Sco...	Comp	News	Axe	B Px	B Sz	X A Sz	A Px	AON	MB	NAT	Pri	Internal Notes	Ser
Consumer Staples															
13:42	ABIBB 3.65 02/01/26				AXE	100.880		X 27MM	101.098	✓				★ Buyer 1mm	1
13:42	KDP 4.057 05/25/23				AXE	101.560		X 4MM	101.555		✓			★	1
Energy															
13:04	CRROCK 5 5/8 10/15/25 14...				AXE			X 250,000	100.156					★ TRACE'd today	1
14:56	CHCOCH 2.742 12/31/39 1...				AXE			X 300,000	84.434			✓		★ Client inquiry	1
Financials															
13:04	C 6 10/31/33				AXE			X 250,000	111.490					★ CLIENT IS BEHI...	1
13:04	BAC 4.45 03/03/26				AXE			X 950,000	113.704		✓			★ 10MM more beh...	1
13:04	BACR 3 3/4 02/12/27 REGs				AXE			X 100,000	99.691					★ 5mm TRACE'd t...	1
13:04	ASSPAR 7 08/15/25 144a				AXE			X 1.33MM	99.631		✓			★	1
14:56	DB 4 7/8 12/01/32				AXE			X 250,000	95.435	✓	✓	✓		★ Client looking	1
13:04	C 4 PERP				AXE			X 9MM	95.313					★ Tightening	1
Health Care															
13:43	CVS 4.3 03/25/28				AXE			X 100,000	102.506			✓		★	1
Industrials															
13:44	GE Float PERP				AXE			X 150,000	96.435					★ Widening	1
13:44	HON 1 3/4 09/01/31				AXE			X 150,000	86.405		✓			★	1

# Management Dashboards

View aggregated trading data and analytics across the desk to better understand your business. Dashboards display key metrics and trends across your voice and electronic trading flows and communication statics provide a lens into voice flows and client trends, allowing you to drill down to view hit ratios and where clients are active.

- Salesperson performance
- Trading desk performance
- Voice trading statistics
- Aggregated and individual client trends and anomalies
- Client 360
- Ad hoc reporting via BQL



## API and Data Accessibility

Access your enterprise data seamlessly with our robust set of outbound APIs. Access a live feed of IB inquiries and security mentions, and nourish your internal analytics, CRMs and pricing models with our consolidated trade feed. Our inbound APIs allow you to keep applications in sync with internal systems or 3rd parties. Real time orders and trade feeds allow for one consolidated view across the desk. Liquidity can be managed centrally with our live Axe and RUNZ feed which provides trading with additional Axe qualifiers that sales can use to better market desk liquidity, for example flagging Axes with a priority status, more behind, all or none, etc.

### OUTBOUND

- IB feed of inquiries and orders
- Consolidated trade event feed
- Trade feed with analytics and security enrichments
- Security mention and sales notes

### INBOUND

- Live order and trade feed
- Sourcing from 3rd party trading platforms
- Client coverage and tagging
- Axe and RUNZ real time



# About the Bloomberg Terminal.

Since 1981, business and financial professionals have depended on the Bloomberg Terminal® for the real-time data, news and analytics they need to make the decisions that matter. The Terminal provides information on every asset class – from fixed income to equities, foreign exchange to commodities, derivatives to mortgages – all seamlessly integrated with on-demand multimedia content, extensive electronic-trading capabilities and a superior communications network.



## Take the next step.

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