

Server API (SAPI)

A powerful complement to the Bloomberg Terminal for client server applications.

Opportunity demands action

Financial professionals rely on the Bloomberg Terminal® for real-time data, news and analytics to make smarter decisions faster. And, while this service offers a wide range of capabilities, some users inevitably need to do more when working with proprietary and third-party client server applications for trade and order management, risk, compliance, portfolio management and analytics. When these tools are fed with different data sources, the risk of discrepancies that can derail critical opportunities increase.

SAPI makes data actionable

Bloomberg Server API wraps the full functionality of our highly popular Desktop API in a robust server package. SAPI offers a more straightforward approach to nourish proprietary and Bloomberg-approved client server applications with the same real-time market data, historical data, premium reference data and calculation engines available via the Bloomberg Terminal.

Available exclusively to Bloomberg Anywhere subscribers, SAPI helps reduce inconsistencies that can complicate workflow when professionals use multiple client server applications nourished by disparate data sources. SAPI effectively gives all Bloomberg subscribers in the firm a unified view of global markets whether they are managing orders, measuring risk or analyzing portfolios.

And that view remains one of the most trusted in the industry, fueled by high-quality data across asset classes with superior depth and breadth. So, firms can not only improve operational efficiency but also potentially reduce costs by eliminating redundant data sources.

Power your server application with consistent data

- Extensive cross-asset coverage
- Real-time streaming exchange and market data from global sources
- Extensive contributor data
- Bloomberg premium data
- Bloomberg -calculated analytics
- Market Depth
- Reference data
- Historical and intra-day time series data

Secure, reliable technology

- 24 x 7 access to data for programmatic workflows
- Encrypted connection
- Multi-platform support
- Provides fail-over, load balancing and scalability
- Utilizes existing client network or can be deployed over internet
- Ability to access applications locally or remotely
- Built-in entitlements tools to help control who and where data is disseminated to
- Data usage monitoring and management

Scale with Server API

For firms seeking to maximize efficiency while reducing the IT department's workload, SAPI Plus & SAPI Premium combine the capabilities of SAPI with the Bloomberg Platform. Offered as a managed service, the Bloomberg Platform can replace some or all of the infrastructure that firms use today for data distribution. SAPI Plus & SAPI Premium let firms offload all the management of infrastructure and SAPI to Bloomberg to handle all the underlying hardware assets, including upgrades. SAPI Plus & SAPI Premium also give firms access to proven Bloomberg solutions for entitlements management and activity monitoring.

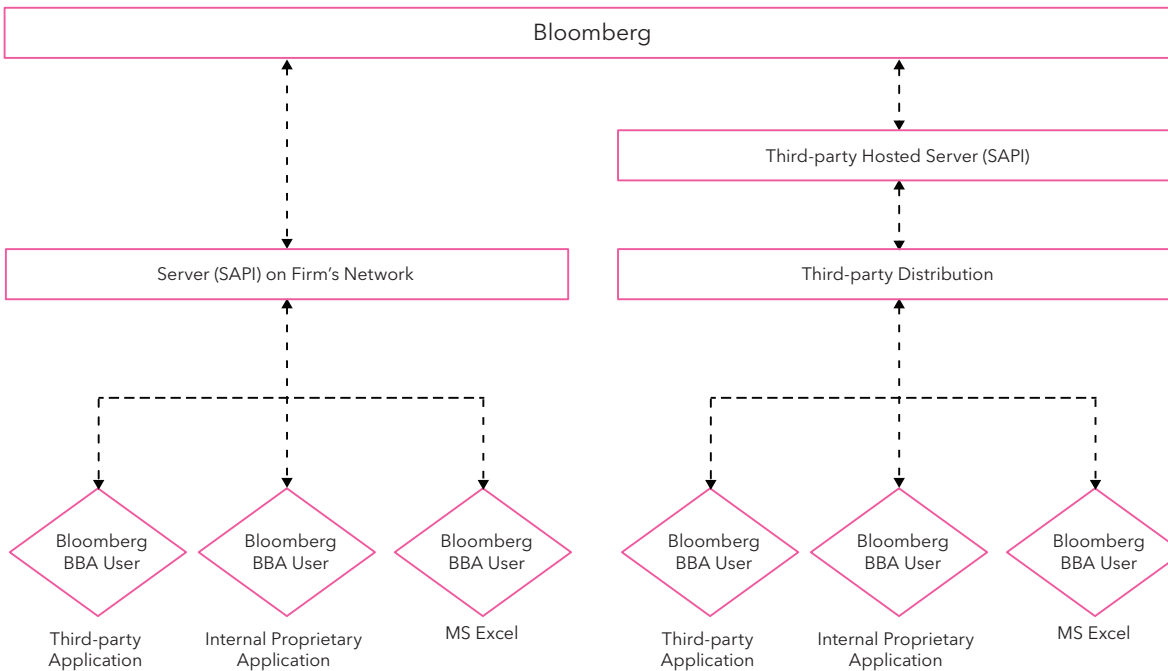
Specifications	Single SAPI	SAPI	SAPI Plus	SAPI Premium
Unique Real-time Securities (Per Month)	0 - 500	501 - 5,000	501 - 5,000	5,001 - 10,000
Premium Static Data Requests (Per Day)	0 - 500,000	500,001 - 1,500,000	500,001 - 1,500,000	1,500,001 - 3,000,000
Application(s)	1 Bloomberg Registered Third-party Application	Up to 3 Applications	Up to 3 Applications	Up to 6 Applications
Bloomberg Management Tools	Not Included	Not Included	Included	Included
SR Server(s)	Single Connection	Primary & Backup Connections	Primary & Backup Connections	Primary & Backup Connections

New Security Setup (NSS)

With this solution, Bloomberg Anywhere® users simply initiate a request for the specific securities of interest and data they need. The information is delivered quickly and efficiently through Platform Services, a fully managed content distribution solution that connects Bloomberg data feeds and front-office applications.

Nourish client server applications

The Server API can deliver real-time market data and reference data to a wide range of applications. Whether it's a simple P&L task in a spreadsheet or a complex application running on a server or hosted by a Bloomberg registered third-party, users are covered.



Advantages for the firm

- Front- and middle-office users who are Bloomberg subscribers will be able to take the high-quality data they see every day and consume it within the client server applications they rely on for daily workflow. Coverage remains exceptional and the Bloomberg network ensures reliable delivery.
- Executive decision makers will appreciate how providing multiple client server applications with the same data source may create cost-saving opportunities to consolidate other sources.
- Application developers will like that SAPI is available in multiple programming languages (C, C++, .NET [C#, VB.NET], .COM, Java), making it easy to integrate with downstream client server applications. Users also benefit from the proven resiliency of the Bloomberg network.
- Vendor managers can vastly simplify the management of permissions, entitlements and usage reporting.

Take the next step.

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

Beijing
+86 10 6649 7500
Dubai
+971 4 364 1000
Frankfurt
+49 69 9204 1210

Hong Kong
+852 2977 6000
London
+44 20 7330 7500
Mumbai
+91 22 6120 3600

New York
+1 212 318 2000
San Francisco
+1 415 912 2960
São Paulo
+55 11 2395 9000

Singapore
+65 6212 1000
Sydney
+61 2 9777 8600
Tokyo
+81 3 4565 8900