

Bloomberg Terminal

API

**Customize your
API experience.**

Bloomberg

Bloomberg Professional Services



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Better integration.

With Bloomberg's API, integrate the depth and breadth of our resources to build proprietary investment models and trading strategies.

The Bloomberg Terminal® offers financial, business and market professionals rich data, analytics and pricing. With Bloomberg's API, our clients can populate this data and analysis, in real time, to Excel® to develop and deepen their trading and investment thinking.

With more than 45,000 data fields, a vast array of templates to select from, rich charting capability and real-time pricing updates delivered in fractions of seconds, Bloomberg API gives you powerful tools to take information and draw your own conclusions. Our tools help make Excel even more powerful – with features such as Custom Color Audit Trails, Smart Trace, Data Transparency and Bloomberg Charts. With Bloomberg integrated into your Microsoft Office® suite, you can now access our cloud directly from Office applications, so you can store, save, send and share files wherever you're logged into Bloomberg.

When you're ready to present to clients or investment teams, our PowerTools make it easy to upload your work to PowerPoint®. We've added formatting options for flexibility and appearance – helping make your presentations detailed and persuasive.

Our information, your desktop.

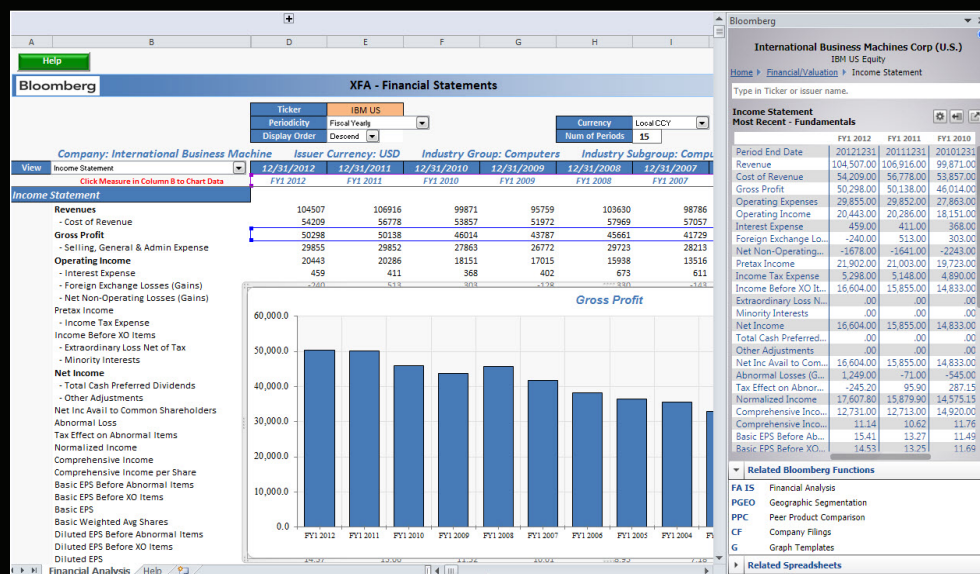
Our API allows you to match your custom research needs to the vast resources offered by Bloomberg.

Powerful data navigation

Clients are able to easily obtain a wide variety of high-quality datasets such as financial statements and options for companies, cash flows and covenants for corporate bonds and forward matrix for currencies through our Navigation Pane. Our transparency tool, allows a user to easily audit models. Ultimately, the idea-generation and evaluation process becomes streamlined, intuitive and efficient.

Calculators to manipulate data

Our API allows you to access Bloomberg's analytics and data directly from your spreadsheets. You can leverage our vast set of calculators to run scenarios, adjust your models, perform statistical analysis, price financial instruments, etc. Using our powerful override feature, you are able to conduct proprietary analysis by using your own data on our calculators. All the calculations are executed within Bloomberg's infrastructure and the results are delivered in lightning speed.



Navigation pane

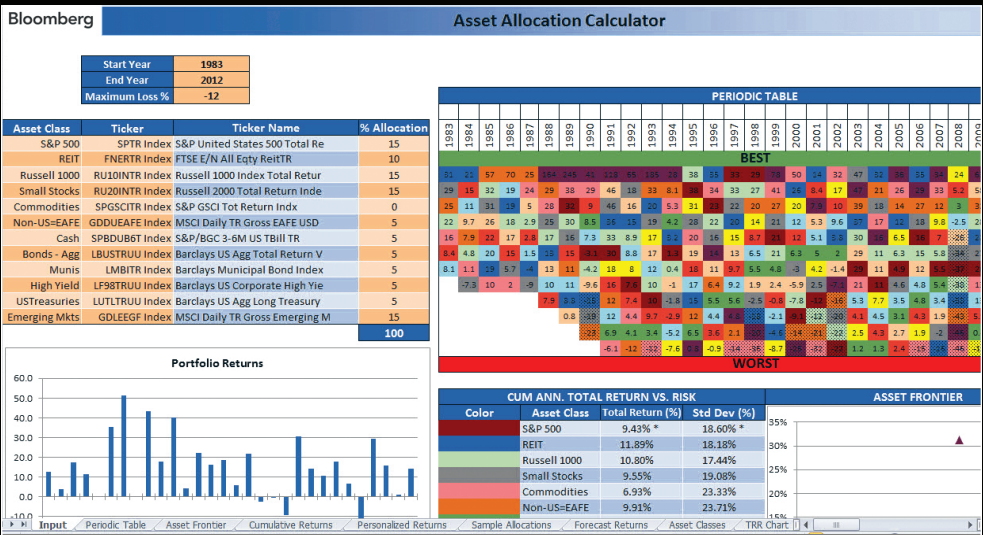
Drill down into data categories and then drag and drop data into Excel.

Order execution in Excel

You can now manage and automate equities, futures and options trades by leveraging EMSX and Bloomberg's FIX order routing network from your desktop. You can quickly pull in real-time and historical data from Bloomberg, build and test strategies, and then execute strategies using the EMSX API. Tradebook Execution Architect enables you to send orders from your desktop model directly to Tradebook Equities, Options, Futures and FX smart order routers. We provide a simple, object-oriented interface that is accessible from C#, C, C++, Java and Visual Basic as well as applications such as Excel and MatLab.

API for developers

Developers are able to access most of the analytic calculators and data found on the Bloomberg Terminal through a suite of Bloomberg API v3 interfaces such as C, C++, Java, .NET, Perl, Python, etc. Developers will be able to feed real-time data such as stock prices and trading volume, reference (snapshot) data, historical data as well as intraday data into their custom applications.



Asset allocation calculator

Assess equity premiums using an asset allocation model and optimize allocations with customized forecasts.

Bright presentations.

Build persuasive presentations of your research and analysis using Bloomberg's API tools.

Robust charting

Incorporating a visual element into your work can be crucial in getting buy-in for your ideas – make your point graphically by using Bloomberg's exceptionally powerful charting tools. Bloomberg's Chart Library in Excel allows you to bring your analytic work to life by embedding the Bloomberg charts that you know and love within your Excel spreadsheet.

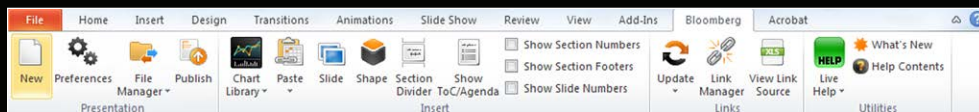


Charting

Live updates on charts in Excel

Empower Word & Powerpoint

Once you're ready to share your work, Bloomberg's API helps you turn PowerPoint into a showcase for your ideas and analyses. Importing your content from Excel is as simple as copying and pasting. We have added formatting and styling tools to Excel, Word and PowerPoint to give you a richer palette for your work.



Word & Powerpoint add-ins

Simplify the process of creating and maintaining your Microsoft Office documents and presentations.

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.



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Take the next step.

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on the Bloomberg Terminal®.

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