



Bloomberg

SNOWFLAKE X BLOOMBERG

Snowday: Modernization Strategy

Wifi: NorthStar

Wednesday, January 21, 2026



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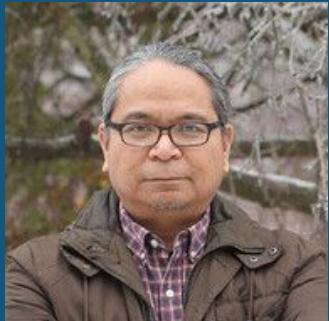
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Bloomberg Snowday Agenda - 1/21

<u>Time</u>	<u>What</u>	<u>Who</u>
9:30 -10:00	Setting the stage for the day: Voice of the customer	<u>JM/Madhav</u>
10:00 - 11:00	Snowflake Fundamentals-The Cloud Data Warehouse: visualization streamlit, SIS , Simple Dashboarding, basic finops etc	<u>Tito</u>
11:00 - 12:00	Governance with Snowflake Horizon	<u>Jim Libonneti</u>
12:15 - 1:15	Lunch / Discussions / Q & A	Discussion
1:15 - 2:00	Data Mesh Strategy and The Lakehouse Architecture	<u>Jim Libonneti</u>
2:00 - 2:45	Advanced Data Engineering, Spark & Streaming	<u>SME-PARAG</u>
2:45 - 3:30	ETL Pipelines and Orchestration	<u>SME-PARAG</u>
3:30 - 3:45	Break	<u>Coffee</u>
3:45 - 4:45	Cortex Analyst, Snowflake Intelligence, Copilots, Streamlit & Agentic Workflow	<u>Marie Duran</u>
4:45 - 5:30	SRE, & OpenTelemetry Snowflake + Observe	<u>Luke Quigley</u>
5:30 - 5:45	WRAP UP: Review Next steps(i.e.) Hand on Labs / PILOT/PoC / Deeper dives and Breakout sessions	<u>JM / Madhav</u>



Bloomberg's Modernization Strategy

Data Management and Data Analytics: Modernize the current data architecture to support these two major functions

- The discussions highlighted a shift from a fragmented, custom-built environment toward a standardized, scalable cloud platform.
- Current environment is a hybrid of **vendor-based solutions** and **custom-built tools**, with varying levels of maturity across departments.

The Bloomberg Modernization strategy focuses on five core pillars enhanced by AI to transition from the current state to a modernized ecosystem...



Bloomberg: The 5 Pillars (+1) for the Target Architecture

The Bloomberg Modernization strategy focuses on Five Core Pillars enhanced by AI to transition from the current state to a modernized ecosystem...

- 1. Unified Governance & Metadata Management:** Establishing a "single pane of glass" for all data across the board, including non-analytic data (Metadata Management>Select Star). Centralizing data governance and metadata across all platforms.
- 2. Data Mesh Implementation:** Enabling decentralized data ownership and access to avoid costly and redundant data movement/copying between systems.
- 3. Standardized ETL/ELT:** Moving away from fragmented custom scripts toward consistent data transformation patterns.
- 4. Advanced Reporting & Analytics:** Supporting high-level business use cases and KPI-driven decision-making.
- 5. Seamless Visualization Integration:** Ensuring high-performance connectivity with third-party BI and visualization tools. Deepening integration with visualization tools for reporting.

+1 (6) AI/LLM Integration: A horizontal layer across these pillars focuses on leveraging Large Language Models to improve the **User Journey** (discovery) and the **Developer Experience** (automation and code generation).



Partnership Evolution

Announcements —

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Bloomberg Simplifies Data Management with New Snowflake Native App in the Data Cloud

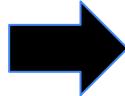
June 28, 2023

Data License Plus (DL+) Snowflake Native App provides ease of access to modeled Bloomberg Data

Bloomberg today announced at Snowflake's annual user conference, Snowflake Summit 2023, that its Data License Plus (DL+) offering now powers a Snowflake Native App that will allow mutual customers to provision their set of Bloomberg Data License subscriptions in the Snowflake Data Cloud and configure a ready-to-use environment that is already hydrated with fully modeled Bloomberg data and multi-vendor ESG content – all within minutes.

DL+ is Bloomberg's cloud-based data management solution that aggregates, organizes, and links a customer's licensed Bloomberg data and ESG content from multiple providers over multiple delivery channels. Bloomberg Data License content includes reference, pricing, regulatory data, corporate actions, ESG data, and operational workflows. The content covers more than 50 million securities and 40,000 data fields.

2023



Product	Division	Product Owner	Status/ETA
Data License+ (DL+)	Enterprise Data	Chocks K.	Live
CoFi + Second Measure	Enterprise Data	Sam Strauch	POC: Q4 2025
BTCA	Trading Analytics	Spencer Chang	POC: Q4 2025
Index (BSIL)	Enterprise Data	Craig Ziegler	POC: Q1-Q2 2026
PORT Enterprise, AIM, MARS	Buy-Side	George E. & Amit A.	Engaged
BVAL	Enterprise Data	TBD	N/A
LQA	Risk	TBD	N/A

- 15 customers live since July 1
- ~50 legacy migrations
- 165 outstanding requests
- 400+ DL → DL+ Prospects

2025



By the Numbers

(Dec. 9th)

Customer	Jobs	Credits
Guardians of New Zealand Superannuation	3139	3.44
T. Rowe Price Associates, Inc	902	37.85
Boothbay Fund Management, LLC	629	182.46
BNY Mellon - Corporate	370	6.20
FIL Investment Management Limited	291	3.61
JP Morgan Chase Bank, National Association	185	0.67
Sona	166	27.77
Janus Henderson Investors US LLC.	143	5.86

Customer	Jobs	Credits
Royal Bank of Canada	107	2.33
Invesco Group Services Inc.	72	4.39
Valor Equity Partners	71	7.03
State Board of Administration	67	1.20
Ameriprise Financial, Inc.	28	0.95
MassMutual	25	1.69
Kuwait Investment Office	11	0.39

Total Shares	19
Unique Customers	15
Total Queries Run Last 3 Months	7000+

Avg Queries Run per Customer	337
Total Snowflake Credit Spend by Customers	287
Avg Snowflake Credit Spend by Customers	15

50+ legacy Snowflake customers awaiting migration

