

# Bloomberg

# BLOOMBERG APP PORTAL

HARNESS THE POWER OF THE BLOOMBERG PROFESSIONAL SERVICE

The Bloomberg App Portal at APPS <GO> offers a wide range of solutions engineered to give you an edge throughout your day-to-day work. Our partnership with innovative developers from across the globe is helping unleash the power of the Bloomberg Professional® service for our clients.

## THE BLOOMBERG APP PORTAL OFFERS YOU FOUR KEY BENEFITS

- Access to innovative content
- Ease of access via APPS <GO> and mobility via Bloomberg Anywhere®
- Ability to customize your Bloomberg experience with premium add-ons
- Seamless integration with Bloomberg data and functions

Our stringent developer vetting process ensures that the Bloomberg App Portal enhances the user experience and delivers high-value that is optimized for use with Bloomberg data. All apps are conveniently accessible on the Bloomberg Professional Service. Visit us at APPS <GO> to preview some of the exciting apps already available.



# BLOOMBERG APP PORTAL

## HARNESS THE POWER OF THE BLOOMBERG PROFESSIONAL SERVICE

### ACCESS TO INNOVATIVE CONTENT

The Bloomberg App Portal allows you to access and manage powerful third party applications and platforms from your desk. Customized apps let you seamlessly use Bloomberg data to work faster and smarter, giving you a valuable edge in volatile markets. With APPS <GO>, you can quickly evaluate and access solutions that powerfully enhance your work: manage, review, purchase, recommend and seamlessly run high-quality apps.

### SEAMLESS INTEGRATION WITH BLOOMBERG

Working across multiple applications or systems is time consuming and inconvenient—leaving you wondering if data will be consistent across programs. The Bloomberg App Portal eliminates these issues by integrating each app into the Bloomberg Professional service. Apps on the Bloomberg App Portal that use Bloomberg data, will ensure consistency across your entire workflow. They integrate fully with Bloomberg functions, including Launchpad. You can click on a ticker in the app and instantly update all windows in your Launchpad group. No toggling, no copy and pasting, just one click, APPS <GO>.



Access to innovative content

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