

# SAPI enables Bloomberg subscribers to consume Bloomberg data in client server applications.

## OPPORTUNITY DEMANDS ACTION

Financial professionals who want to make smarter decisions faster rely on the Bloomberg Professional® service for real-time data, news and analytics. And, while this service offers a wide range of capabilities, users inevitably need to do more.

Specifically, professionals are working with proprietary and third-party client server applications for trade and order management, risk, compliance, portfolio management and analytics. But these tools are often fed with different data sources, raising the risk of discrepancies that can derail critical opportunities.

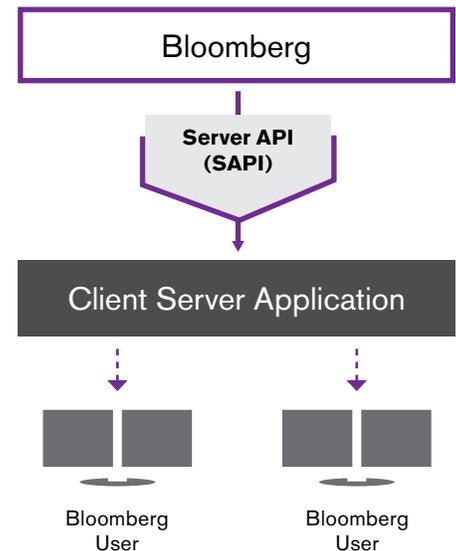
## SAPI MAKES DATA ACTIONABLE

The Bloomberg Server API (SAPI) offers a more straightforward approach. With SAPI, firms can nourish proprietary and Bloomberg-approved client server applications with the same real-time market data, historical data, premium reference data and calculation tools available with the Bloomberg Professional service.

Available exclusively to Bloomberg 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.

## BUILT FOR EFFICIENCY



SAPI allows Bloomberg subscribers to consume high-quality content from the Bloomberg Professional service within proprietary and third-party client server applications. It runs on existing hardware and is also available as a managed service called SAPI Plus. Connection to Bloomberg is encrypted using a mutually authenticated SSL session.

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## FEED CLIENT SERVER APPLICATIONS WITH CONSISTENT DATA

### Extensive cross-asset coverage

- Exchange and market data from global sources
- Extensive contributor data
- Bloomberg premium data
- Bloomberg-calculated analytics
- Time and sales
- Market depth
- Reference data – options, future chains, index constituents
- Historical and intra-day time series data
- Real-time streaming data (exchange data and OTC markets)

### Open symbology

- Facilitates integration with solutions from Bloomberg and others

### Secure, reliable technology

- Built-in, robust entitlements control
  - Data usage monitoring and management
  - Encrypted connection with mutually authenticated SSL sessions
  - Can be deployed over the Internet
  - Provides fail over, load balancing and scalability
  - Access to data is protected using Bloomberg's trusted biometric login, ensuring that SAPI data is only delivered to Bloomberg users with an active Bloomberg Professional service session
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## SAPI PLUS

For firms seeking to maximize efficiency while reducing the IT department's workload, SAPI Plus combines 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 lets firms offload all the management of infrastructure and SAPI to Bloomberg. We handle all the underlying hardware assets, including upgrades. SAPI Plus also gives firms access to proven Bloomberg solutions for entitlements management and activity monitoring.

## 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.

**C-suite decision-makers** will appreciate how nourishing multiple client server applications with the same data source may create opportunities to consolidate other sources.

**App Developers** will like that SAPI is available in multiple programming languages (C, C++, .NET (C#, VB.NET), .COM, Java) which makes 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.

## BLOOMBERG FOR ENTERPRISE

To succeed today, financial institutions must respond to challenges that are not addressed by traditional approaches. They require world-class solutions that integrate people, processes, information and technology for the front office, middle office and operations. Bloomberg partners with these institutions to protect and capitalize on data, manage risk, deliver transparency and control costs. Through enterprise-level expertise and three decades of deep industry experience, Bloomberg creates real value through the use of innovative technology that turns data into a strategic asset.

## TAKE THE NEXT STEP

Learn more about how we can help you consume real-time data in client server applications, visit [bloomberg.com/enterprise](http://bloomberg.com/enterprise) or reach us at [eprise@bloomberg.net](mailto:eprise@bloomberg.net).

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**BEIJING**  
+86 10 6649 7500

**HONG KONG**  
+852 2977 6000

**NEW YORK**  
+1 212 318 2000

**SINGAPORE**  
+65 6212 1000

**DUBAI**  
+971 4 364 1000

**LONDON**  
+44 20 7330 7500

**SAN FRANCISCO**  
+1 415 912 2960

**SYDNEY**  
+61 2 9777 8600

**FRANKFURT**  
+49 69 9204 1210

**MUMBAI**  
+91 22 6120 3600

**SÃO PAULO**  
+55 11 2395 9000

**TOKYO**  
+81 3 3201 8900