

# Market Data Integrator

**What does the opening of the Bloomberg container mean for you?**

Bloomberg has recently enabled the Bloomberg terminal to display data from non-Bloomberg sources. CodeStreet's Market Data Integrator™ (MDI) is the first commercially available solution to take advantage of this remarkable new capability by providing a simple means for users to publish a wide variety of data for viewing in the Bloomberg terminal.

With Market Data Integrator, firms can now leverage Bloomberg to distribute diverse sources of data – both internally within a firm, and externally to clients.

Born out of a strategic partnership with Bloomberg, Market Data Integrator allows firms to deploy a single desktop application and leverage a single low-cost distribution mechanism for both market data and internal data, thereby dramatically lowering market data costs.

## Market Data Integrator works with the following data sources

### Excel Spreadsheets

Spreadsheets update in real-time and changes to any worksheets, cells or formulas will be instantly pushed to Bloomberg. Subscribers are updated simultaneously and instantly.

### Database

Data can be extracted from a relational database table and sent to the Bloomberg terminal.

### Market Data Distribution Platforms

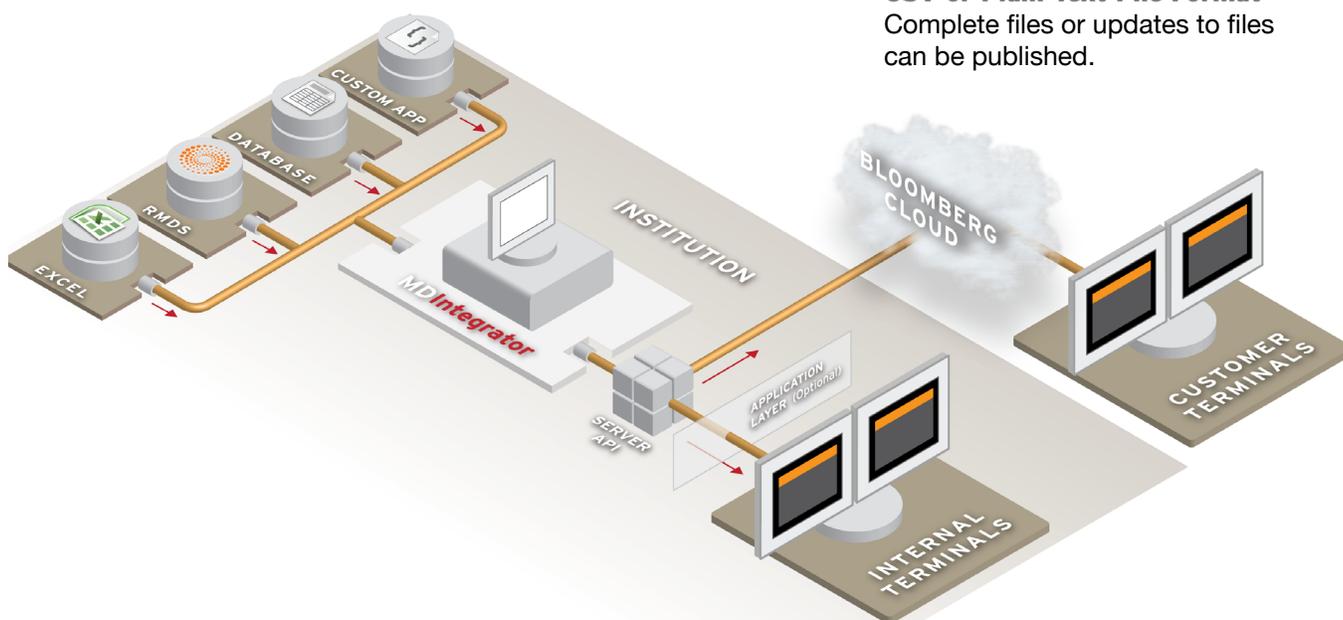
Third party or internal real-time data can be rendered within the Bloomberg terminal while ensuring that all entitlement obligations are enforced.

### Custom Applications

Any custom application can publish data to Bloomberg, with internal data available right alongside data from Bloomberg.

### CSV or Plain Text File Format

Complete files or updates to files can be published.





### Market Data Integrator can be leveraged in three key ways:

- 1** In the present market environment, cost-cutting is a priority of every **market data professional**. MDI allows consolidation of applications on the desktop, so data that previously required an additional application can now be viewed within Bloomberg. A typical use case would be showing broker pages within Bloomberg as opposed to other applications.
- 2** Sharing internal data such as research, pricing and positions across a desk or with customers. For example, research groups can publish real-time research directly to customers and sales desks and traders have a simple way to update offerings and pricing on Bloomberg.
- 3** Making internal data available via the Bloomberg API for electronic consumption. For example, spreadsheets consuming pricing data via the Bloomberg macro API can now use the same API to consume data that originates within the firm, such as positions and risk values. With a consolidated API, custom applications, which cost time and money to maintain, can be eliminated, freeing up valuable time for developers to focus on alpha generating projects.

Market Data Integrator is simple to set up and configure, with intelligent wizards helping to get you feeding data into the Bloomberg terminal within minutes.

A single instance of Market Data Integrator can support multiple Bloomberg terminals, allowing dramatic ongoing cost reductions without having a significant up-front cost.

**For a product demonstration or more information, please contact:**

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