

DART - Bloomberg Terminal Optimization



Rationalize your firm's use of premium market data services

DART for Bloomberg is set of tools and services to track market data usage across your organization, optimizing your spend on your Bloomberg Professional terminal subscriptions. DART provides a complete picture of terminal usage to help clients better manage their terminal counts and expense.

Get a complete picture of your Bloomberg terminal usage

DART for Bloomberg accurately identifies:

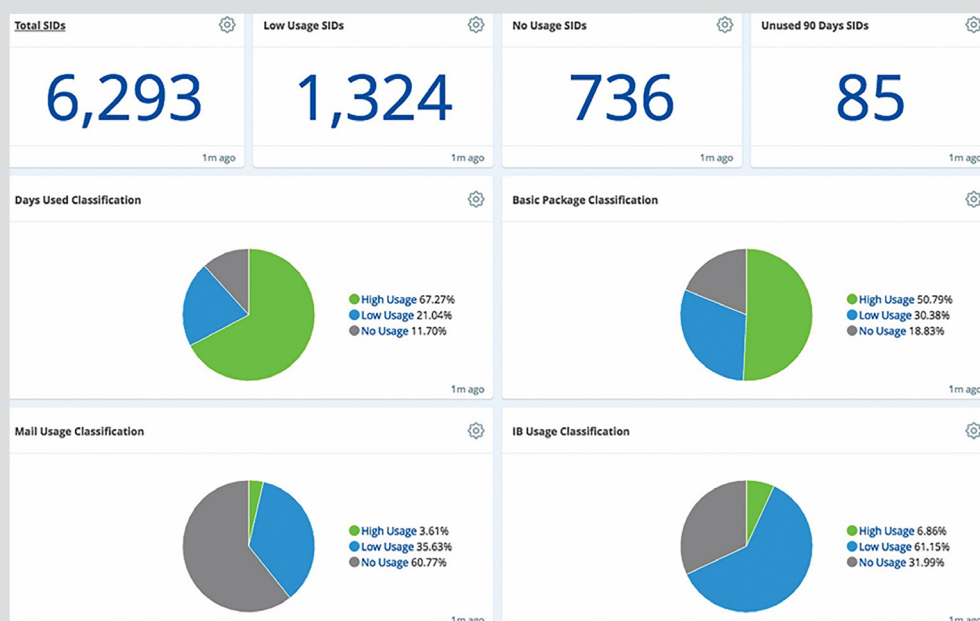
- **Unused subscriptions** - a subscription that is not in use will be a potential candidate for removal
- **Underused subscriptions** - a subscription that is only used for a limited number of days is a potential candidate for sharing, removal, or moving to a more cost-effective platform
- **Underutilized subscriptions** - basic or advanced usage is identified to determine the type of Bloomberg functionality that is being utilized. This enables identification of potential candidates for removal or moving to a more cost-effective platform

DART monitors the many facets of Bloomberg usage including pages viewed, Excel usage (DDE / RTD), trading functions, contributor pricing, news, non-business content and Launchpad ticker lists. DART's reporting groups usage by type, licensable exchange and third party service, and provides drill-down to individual page codes and ticker symbols. DART's team of analysts constantly monitor for new Bloomberg page names and content to map these to the appropriate classifications ensuring that reporting analysis can evolve with the data.

Bloomberg's Mail and Chat functions are also fully tracked, with intuitive reporting showing recipient details and details of internal vs external transmission.

Advanced usage reporting & analytics with DART Portal

As a standard part of the DART service, the DART Portal is an intuitive and powerful web-based business intelligence interface that provides usage data and analysis at your finger tips. It includes high-level key performance indicator (KPI) dashboards and extensive drilldown functionality to the granular data.



- DART Portal gives you fingertip access to your usage
- Standard reports and dashboards provide instant visibility
- Analytics capability allow you to drill into your data
- Slice-and-dice your data to build bespoke reports

Example KPI dashboard

The portal is highly customizable to support individual reporting and analysis requirements. Usage data includes full period-on-period trend analysis for up to twelve months to easily visualize and assess usage over time.

Use the intuitive "Explore" interface to slice-and-dice the data to create your own bespoke reports. Or use the standard reports provide insight into how terminals are being used. Reports include user and desk profiling, peer-to-peer benchmarking, top functions used and usage heatmaps.

Reports can be generated through the DART Portal or scheduled to be e-mailed out, providing convenient access to all stakeholders.

Report Period Date >										2015-12-06	2015-12-07	2015-12-08	2015-12-09	2015-12-10	2015-12-11	2015-12-12
User Name	SID	SID Type	CI Site	Cost Center	Admin Group	Coverage %	Days Used %	Hits Per Day								
1	291808	Open Bloomberg	Asia Pacific	55	APAC_NI_T_55_55D_5516_5516B_5516	100	66	777	186	0	0	1	695	170	831	
2	135377	Open Bloomberg	Asia Pacific	14	APAC_NI_D_14_14A_14AA_14AB_14AA	100	44	743	0	0	0	3	268	220	155	
3	231739	Open Bloomberg	Asia Pacific	16	APAC_NI_D_16_16A_16AH_16AHE_16AH	100	55	107	0	0	5	2	89	71	270	
4	247289	Bloomberg Anywhere	Americas	14	USA_NI_D_14_14D_14DC_14DCA_14DCA	100	88	85	16	0	5	3	33	31	66	
5	264694	Bloomberg Anywhere	Asia Pacific	31	APAC_12_G_31_31N_31NA_31NAC_31NA	100	33	87	0	0	0	2	23	32	0	
6	158088	Bloomberg Anywhere	Asia Pacific	22	APAC_12_G_22_22J_22JL_22JL	100	33	301	0	0	0	2	470	335	0	
7	343206	Bloomberg Anywhere	Asia Pacific	14	APAC_NI_D_14_14D_14DC_14DCA_14DC	100	55	414	0	0	238	2	390	465	332	
8	631939	Bloomberg Anywhere	Asia Pacific	14	APAC_NI_D_14_14D_1415_1415C_1415	100	44	87	0	0	0	3	106	114	111	
9	1156239	Bloomberg Anywhere	Asia Pacific	22	APAC_12_G_22_22J_22JD_22JD	100	44	438	0	0	0	1	324	341	267	
10	1195672	Bloomberg Anywhere	Asia Pacific	22	APAC_12_G_22_22J_22JL_22JL	100	44	179	0	0	0	2	212	190	228	
11	144842	Bloomberg Anywhere	Asia Pacific	35	APAC_12_G_35_35J_3542_3542B_3542	100	55	188	0	0	206	2	280	210	206	
12	101552	Bloomberg Anywhere	Europe	15	EMEA_NI_D_15_15A_15AC_15ACA_15AC	83	66	86	21	0	0	133	3	150	127	77
13	102998	Bloomberg Anywhere	Asia Pacific	22	APAC_12_G_22_22J_22JG_22JG	83	55	210	0	0	0	58	1	66	35	41
14	104895	Bloomberg Anywhere	Asia Pacific	36	APAC_12_G_36_36G_3618_3618A_	83	44	4	0	0	0	3	0	13	1	1

Standard reports

- **Top Level KPI Dashboard** – Key performance graphs for a high level view
- **Profile for all SIDs** – View containing all SIDs with related usage per bucket
- **Group Profile** – View containing usage detail per group
- **User and Group Graphs** – Dashboards containing user and group graphs
- **Bloomberg Login Survey** – View containing details of Bloomberg logins
- **Group Heatmap** – View with color-coded hits per group per day or week
- **SID Heatmap** – View with color-coded hits per SID per day or week
- **SIA Dashboard** – Dashboard to view overall health of your data

An established track record of usage transparency & cost containment

DART has a track record of over 15 years helping investment banks, retail banks, wealth management, asset managers and other financial institutions gain full transparency over their Bloomberg usage and optimise their market data spend with over 60,000 Bloomberg positions monitored. DART subscribers receive access to a global team of dedicated analysts for ongoing training, data queries, advice on workflow, and real-life application of the data analysis within their organization.

Installing DART gives you immediate visibility of the true Bloomberg usage in your organization to allow unused subscriptions to be turned off.

Under-used terminals can be easily identified with DART's visual user profile summary, allowing them to be targeted for review with users and managers.

On an on-going basis, use DART to continue to track the continually changing usage landscape and contain your costs.

Also, DART integrates with the TRG Screen's FITS and INFOmatch systems to give you total visibility over both spend and usage to allow you to truly optimize your subscription expenditure.

Global Market Leader in Enterprise Subscription Management

TRG Screen • DART

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