

KM Web Site Research Findings

- » **About the project**
- » What we did
- » What we heard
- » Recommendations
- » Implementation options
- » Next steps
- » Appendix – Sample Screen Designs
- » Appendix – ASG Rochade Notes and Screens

About the project

- » **KM has developed a web site that is rich in organizational material** -- including functional structure, core activities, roles and responsibilities, vendors, data platform, engagement models, preferred market web sites, and roadmaps for the future.
- » BGI Client & Support Technology (CAST) was asked for guidance to make this information look **more like other BGI Web properties and easier to use**.
- » CAST recommended doing **user interviews**. Interviews help **uncover what end-users really need from the web site**. Once we know that, we can design the site to make that information findable, easier to use, and more reflective of the KM brand.

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What we did: our approach



What we did: who we interviewed

- » We interviewed 7 people for approximately ½ hour each. 4 in KM and 3 clients of KM. Posed generally the **same questions to all interviewees**.
- » KM Employees –
 - Russell Jamieson** - Design & Dev Tech
 - Hussein Safa** - Quantitative Product Manager
 - Howard Wu** - KM Business Analyst
 - Rick Castro** - Manager of US Operations
- » KM Clients –
 - Frank Fehle** - UK Active Equity
 - Allan Lane** - UK Fixed Income
 - Scott Richardson** - US Fixed Income

What we did: what we asked

What You Do

- » Please describe your job.
- » How do you use KM data? How often? What kind of data?
- » What kind of data do you work with? In your mind, how do you categorize data? By vendor? Product type? Chronology? Etc.?
- » What types of web sites do you use in the course of your work? (e.g., market web sites? Research databases, etc.)

How You Perceive KM

- » Can you describe what KM does?
- » What does KM do very well?
- » What does KM do less well?
- » Who do you see as the target audience for the KM web site?


How You Work With KM

- » What's the most important KM function/service for your job?
- » When do you contact KM and for what? Bugs? Vendor requests? What's your preferred means of communication?
- » What would you think about a KM data catalog? What would you expect to find?
- » What would you expect from a KM help ticket system? How would expect it to work?
- » Is there ever breaking news from KM that's relevant for you? E.g., process changes, vendor updates, upcoming training, etc.?
- » How many contacts within KM do you regularly work with? Do you ever need to find someone but you're not sure who? If so, can you describe the need that leads you to search for a person?
- » Do you ever need new vendor data that KM currently doesn't have? How do you get it?
- » Would it be helpful for you to know when new vendor relationships are established, data is planned for acquisition, etc.?

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What we heard: KM's role at BGI




KM's "goal is to provide all of the externally sourced data that we use in our investment process and to provide value-added services such as analytics on top of that... The first one is much more important to me than the second... We mostly know what we want, we know who the vendors are. That's not what our problem is – our problem is to negotiate the contract quickly and get it flowing quickly."

– KM Client

- » Clients see data services and BAU as the **most important services** that KM provides.
- » They look to KM to help them **establish vendor relationships and feeds**, and to troubleshoot data and generally keep the lights on.
- » Clients are used to and comfortable with **person-to-person contact** with their product managers in KM.
- » Clients are **cautious about strategic, value-added services**. They think KM's main responsibility right now should be keeping the data flowing and helping them understand what data is available to them.

What we heard: need for better transparency and clarity



KM is “too opaque. There’s no catalog, no library or documentation. No clarity on what [KM is] currently up to. [Their job] is very tricky as a central function, so we need to understand what’s competing with our group in terms of priority.”

– KM Client

- » There are a lot of local research teams with their own data provisions. This makes it **difficult to get a complete view of all the data** that’s been acquired by the firm.
- » Clients feel that they **don’t have enough visibility into what other groups are working on** and what’s in the KM pipeline.
- » Clients are also looking for ways to form new joint ventures across different firms in BGI. **Understanding who is interested in what data could help spark connections** (while eliminating redundancy).
- » Some clients feel so **frustrated by this lack of transparency** (and ultimately accountability) that they talk about hiring their own KM function and controlling it in their group. The sooner that KM can improve transparency and demonstrate value-added services, the better.


What we heard: need for a data catalog

“We suffer a lot because there isn’t one beautiful SQL database that they can all go to, but even a catalog would be massively useful.”

– KM Client

- » Interviewees saw a data catalog as **the most important service** that the KM web site should provide.
- » Interviewees **slice and dice the data in a variety of ways**, and expect to be able to search the data by all of them:
 - » Macro/micro
 - » Credit/default swaps
 - » Accounting/analyst forecasts/market data/more exotic data/data on short interest
 - » By vendor
 - » By group using it
 - » By KM prod manager
- » Interviewees felt that the data **catalog should include** the following information:
 - » Source
 - » Frequency of update
 - » Variable names, details
 - » Data vendor contacts
 - » BGI users of data
 - » KM production manager
 - » FAQs
 - » Issues
 - » Sample code (SAS, MATLAB, SPS)
 - » Daily load status

What we heard: what should be on the KM web site



The first order is having a complete catalog with a complete description of all instruments”

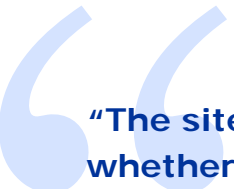
- KM Client

“For my own work, I would just like the site to have data feeds and vendor announcements.”

- KM Employee

- » Interviewees felt that the **data catalog (or “inventory”)** was the key thing.
- » **Related to the inventory**, clients want to see frequently asked questions, vendor documentation, related projects, recent announcements, notes from the product experts in KM.
- » **Down the road**, KM employees would like to use the site to track the success or failure of regular loads and publish metrics (e.g., “number of bonds to date and average bond price”).
- » Clients want the inventory to have good breadth and depth, but they also want some **controls around who can access it** for intellectual property reasons.

What we heard: what shouldn't be on the KM web site




“The site should be informational – whether we have the data. A tool to search, and if it can't be found, who do we contact? I think there's just too much going on in the web site already, and it gets out of date, and then it's even more confusing.”

– KM Employee

- » KM employees were concerned about the **data on the KM site being out of date**. They felt that inaccurate information and typos on the web site would negatively impact their clients' perceptions of the KM organization.
- » Clients seemed **disinterested in an online help system for KM issues**. They seemed to prefer the person-to-person contact that they currently have with KM (though they said that they needed an easier way to find KM subject experts).
- » When asked about **RSS** technology, some interviewees were familiar with it and some were not. However all felt that it was probably **overkill for KM's web site needs**, and that having a simple, well-organized place on the web site to find information would suffice.

What we heard: who the KM web site should serve




The site should be for clients at first. The cake could be very messy, but it's all about the icing. As long as the work looks good from the outside (comprehensive, uncluttered, accurate), the clients don't need to know what goes on underneath. There are three things on your dashboard. If this flashes, you need gas!

Secondarily, KM is a target, but that's not an immediate requirement."

– KM Employee

- » Both clients and employees felt that the **main audience of the site should be KM's clients** (particularly research clients).
- » **KM employees** have developed their own structures for storing and tracking project information (IQ, wikis, etc.), and they seemed comfortable continuing to work in that way. They saw the main focus of the web site as a **communications tool with their clients** to cut down on basic questions.
- » KM employees understand that KM is currently transitioning from a BAU organization to one with a more strategic focus, but feel that their clients haven't gotten that message. They see a **robust, data-centric web site** without a lot clutter as an **important vehicle in the marketing** of that transformation to a robust, world class KM organization.

What we heard: the KM brand experience



I think that what they have on the web site right now adds more confusion.”

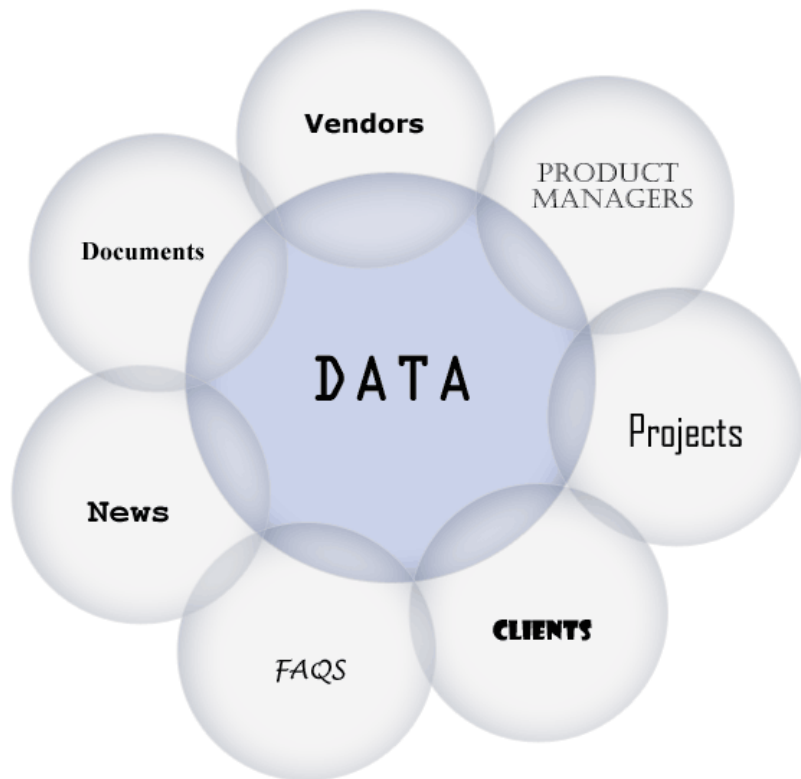
– KM Employee

- » KM employees feel that there is some useful information on the KM web site. However based on the current look and feel, they **would not be comfortable recommending the site to their clients** because it doesn't look like a BGI property and because it has a “cluttered” feeling.
- » The data is clearly the most attractive selling point, but KM employees felt that posting in **“spreadsheet” format is not the best presentation** of that information. The data pages should look more like web pages, and from page-to-page, the site should look more uniform.
- » Interviewees cited a **preference for clean, uncluttered interfaces** with standard, easy-to-read fonts.
- » Interviewees like the **interconnected navigation structures** of databases like the Wharton Research Database. Search results lead to data detail pages, which lead to related information such as documentation and sample code.

KM Web Site Research Findings

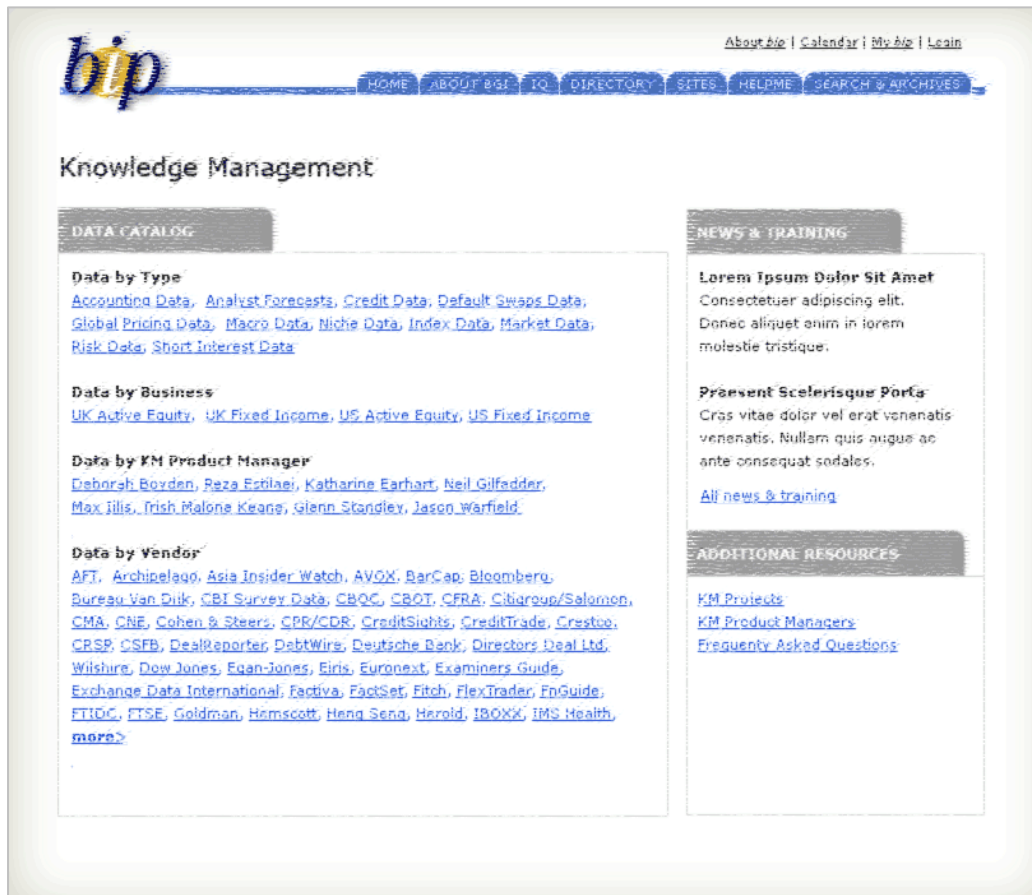
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Recommendations: site content



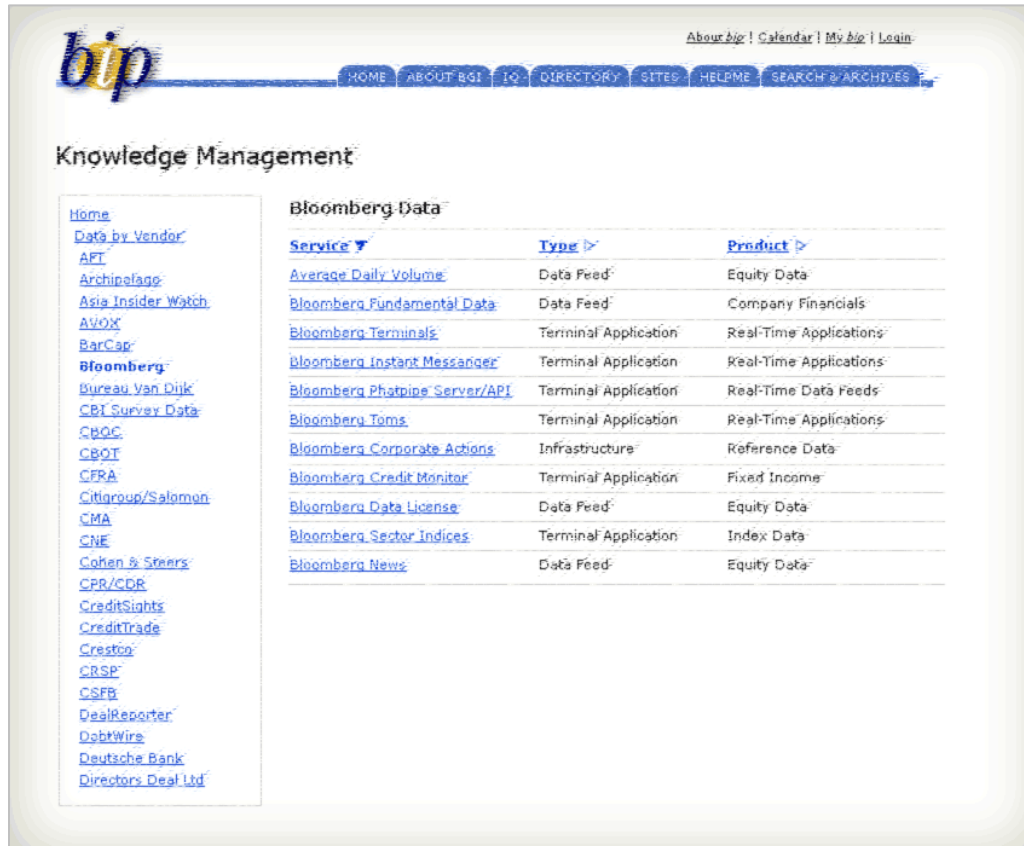
- » One KM employee joked that a good tagline for KM would be “**Got Data?**” Joking aside, this reflects the prominence that data should play in the structure of site content.
- » **Data feeds** should be the most prominent information on the web site (with a number of different pathways to that information). Related projects, product managers, vendor contact information, and FAQs should be highlighted as well.
- » KM **operations information** should be **refined and reduced** in terms of scope and prominence.

Recommendations: a data-centric home page



- » The home page is essentially **a portal for product data**, with direct links into the data via a number of different lenses (data type, groups using it, associated product manager, etc.).
- » **Urgent product news and upcoming training** can be highlighted as well.
- » Related information not directly connected to the data like the list of KM product managers and frequently asked questions are available in the “**related resources**” section.

Recommendations: better browsing



The screenshot shows the Bloomberg Data website interface. At the top, there is a navigation bar with links for 'HOME', 'ABOUT BGI', 'IQ', 'DIRECTORY', 'SITES', 'HELPME', and 'SEARCH & ARCHIVES'. Below the navigation bar, the page is titled 'Knowledge Management'. On the left side, there is a vertical list of links under the heading 'Home', including 'Data by Vendor', 'AFT', 'Archipelago', 'Asia Insider Watch', 'AVOX', 'BarCap', 'Bloomberg', 'Bureau Van Dijk', 'CBF Survey Data', 'CBQC', 'CBOT', 'CFRA', 'Citigroup/Salomon', 'CMA', 'CNE', 'Cohen & Steers', 'CPR/CDR', 'CreditSights', 'CreditTrade', 'Creston', 'CRSP', 'CSFB', 'DealReporter', 'DobtWire', 'Deutsche Bank', and 'Directors Deal Ltd'. The main content area is titled 'Bloomberg Data' and displays a table of products. The table has three columns: 'Service', 'Type', and 'Product'. The data rows are as follows:

Service	Type	Product
Average Daily Volume	Data Feed	Equity Data
Bloomberg Fundamental Data	Data Feed	Company Financials
Bloomberg Terminals	Terminal Application	Real-Time Applications
Bloomberg Instant Messenger	Terminal Application	Real-Time Applications
Bloomberg Phatpipe Server/API	Terminal Application	Real-Time Data Feeds
Bloomberg Toms	Terminal Application	Real-Time Applications
Bloomberg Corporate Actions	Infrastructure	Reference Data
Bloomberg Credit Monitor	Terminal Application	Fixed Income
Bloomberg Data License	Data Feed	Equity Data
Bloomberg Sector Indices	Terminal Application	Index Data
Bloomberg News	Data Feed	Equity Data

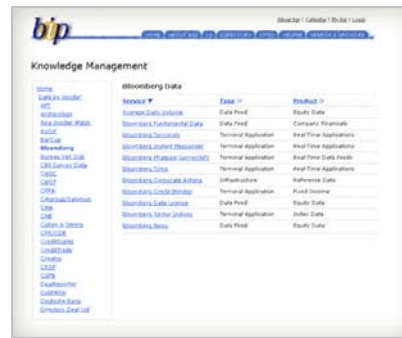
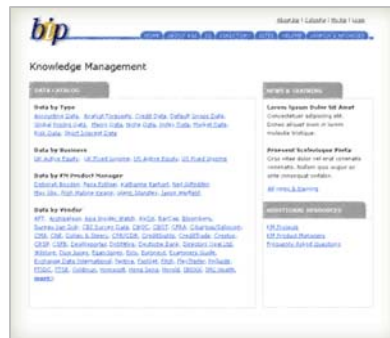
- » Standardized “**list view**” **pages** show all products in a category, whether it be by project, by project group, or by vendor. They effectively function as filter pages.
- » Users can get a high level view of all the products in the category, and then **drill down for more detail**.
- » The **same type of list view pages can be employed** to list other information such as projects, product managers, frequently asked questions, and anything else that is peripheral to product data.

Recommendations: interconnected information

The screenshot shows a web page titled 'Knowledge Management' for 'Bloomberg Sector Indices'. The page has a navigation bar with links like 'HOME', 'ABOUT BIP', 'FAQ', 'DIRECTORY', 'SITES', 'HELP/ME', and 'SEARCH & ARCHIVES'. A sidebar on the left contains various links such as 'Home', 'Data by Vendor', 'Bloomberg', 'Average Daily Volume', 'Bloomberg Fundamental Data', 'Bloomberg Terminals', 'Bloomberg Instant Messenger', 'Bloomberg Rhapsody Server/API', 'Bloomberg Toms', 'Bloomberg Corporate Actions', 'Bloomberg Credit Monitor', 'Bloomberg Data License', 'Bloomberg Sector Indices', and 'Bloomberg News'. The main content area is divided into several sections: 'Load Status' (LOADED: 07:12:01 GMT 03 JUN 2007), 'KM Product Manager' (Katharine Earhart), 'Availability' (Date Range: 02-May-2001 - 15-Jan-2004; 01-May-2004 through present; Frequency of Update: Daily at 18:00 PST), 'Variables' (Lorem Ipsum, Dolor Sit, Amet Consectetur), 'Sample Code' (SAS, MATLAB, SPS), 'Vendor Contacts' (John Doe, +01 (123) 456-7890, john.doe@bloomberg.com), 'Consumers & Related Projects' (Helen Krause, Global Equity Research Project X; Nick Daturin, US Credit Research Credit Research Project #30), 'Issues' (05-APR-06, Phasellus sit amet turpis. Pellentesque sed odio. Nulla eu quam eu metus accumsan facilisis. Quisque vel ligula. Aenean ante. Duis auctor nunc ut tortor. Aliquam mattis, magna vitae sodales pretium, tortor enim gravida urna, quis pulvinar lacus mi vitae neque. Suspendisse lacinia mollis leo. - Katharine Earhart), and 'FAQs' (Why is there missing data in 2004? Nam eget turpis. Maecenas vel nulla. Fusce vel leo. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Vivamus a lorem ac odio rhoncus adipiscing).

- » A detail page shows **all the information about a product that interviewees requested:** availability, vendor contacts, who is using it, related projects, notes and FAQs, etc.
- » The same type of detail page template would be created for product managers (to list all their clients and related projects) and for projects (to list all related product data). **All product, project, and manager pages would be interconnected,** allowing a client to easily see who else in the firm is using a product and how to acquire it.

Recommendations: how this improves project & product visibility (a scenario)



- » A client visits the KM web site to find out if a certain feed is available anywhere in the firm.
- » He clicks into the relevant data type category to see a list of all credit risk data that BGI has acquired.

- » He quickly scans the page listing all credit risk data at BGI and sees a feed from a vendor that looks promising.
- » He clicks the link to read more about the feed.

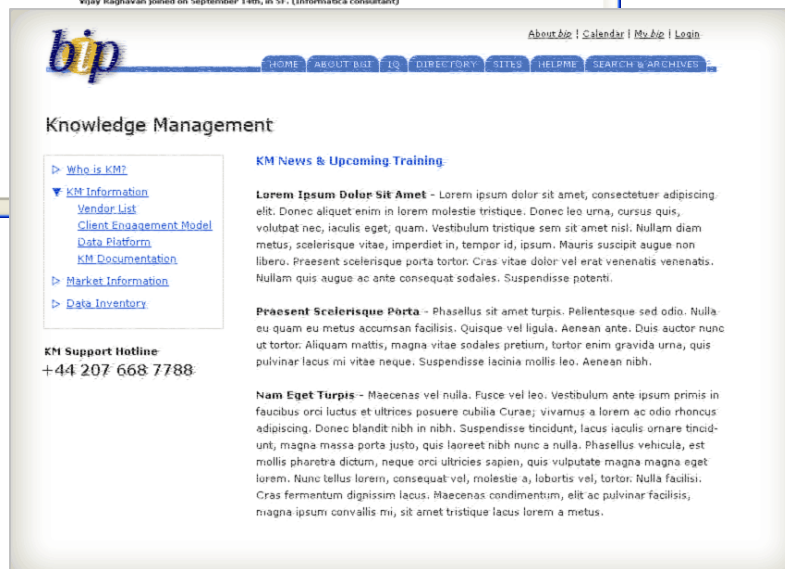
- » He sees that the data is being consumed by an acquaintance in another business unit.
- » He calls his colleague and asks about the integrity and reliability of the data. It sounds good. He wants to look into it further.
- » He calls the product manager listed on the product detail page to talk about how to start consuming the feed.

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Implementation options: Option A

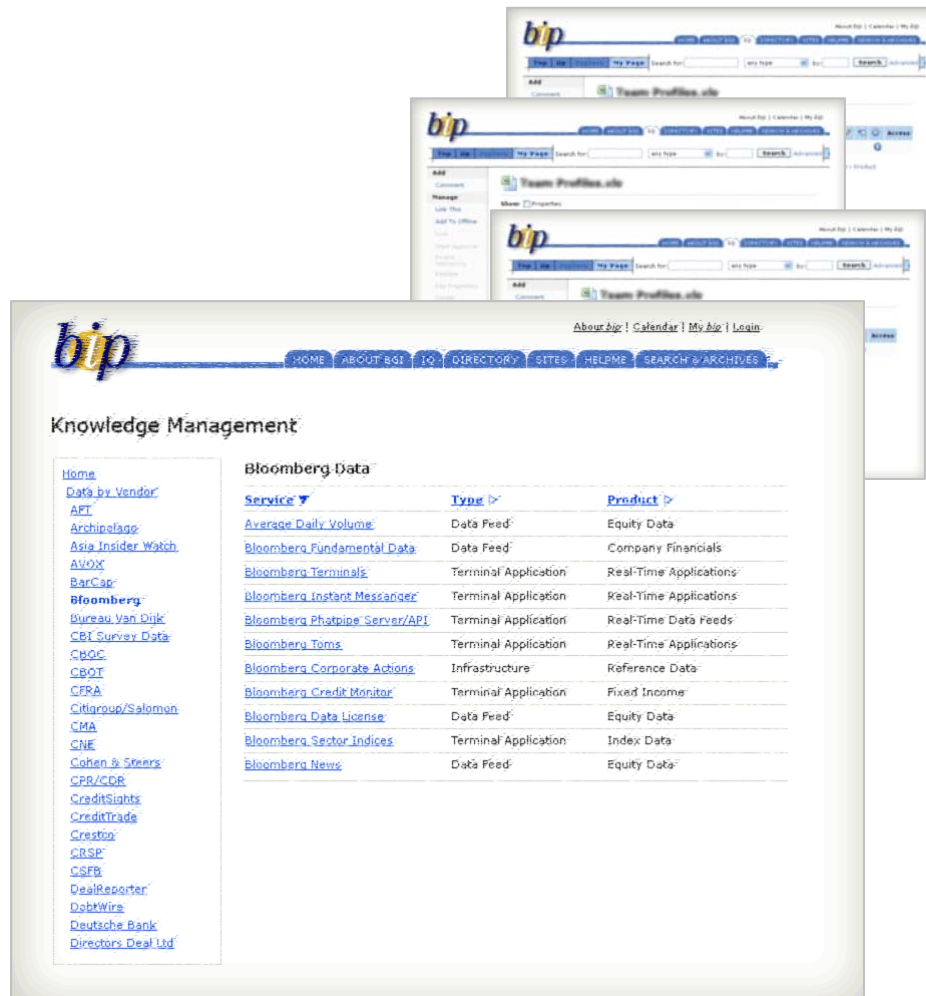
(quick cosmetic updates)



- » **Modify fonts & colors to match bip style** and format pages consistently from one page to the next.
- » **Highlight** feed information **refine and reduce** operations information such as road maps.
- » **Change “functional structure” pages from org charts to simple textual lists** (easier for KM to maintain and easier for customers to visually scan).
- » Replace operations news with **product news and upcoming training**.

Implementation options: Option B

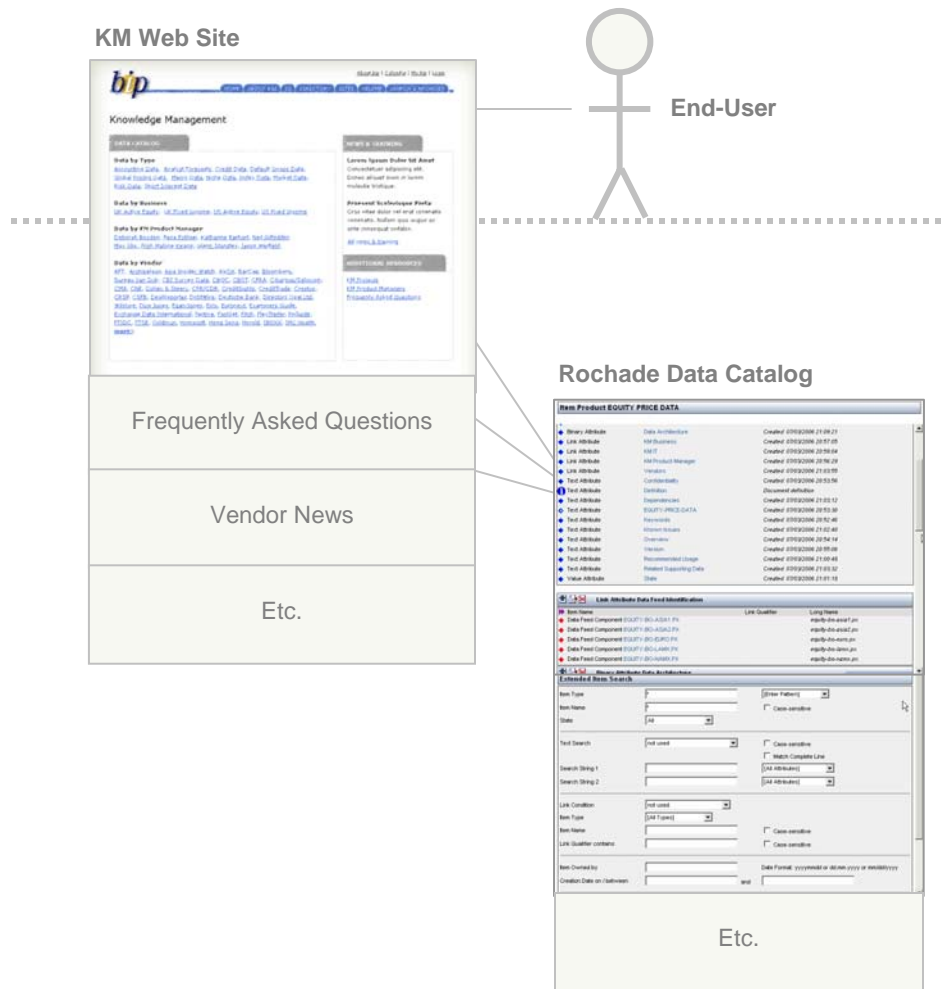
(the IQ compromise)



- » **Focus on the data list pages.** Make them look uniform with the rest of the site. Make column headers sortable. Create a couple of different “views” – by vendor, by business, by project, etc., and connect to one another through in-page navigation.
- » **Create information pages** for individual feeds and **store in IQ.** Link to them through the list pages described above.

Implementation options: Option C

(the data catalog solution)



- » **Customize Rochade** to match BGI intranet look and feel.
- » **Determine what meta data can be stored in Rochade.** In addition to basic feed information, can Rochade store:
 - » Vendor contact information
 - » Product documentation
 - » Related product managers
 - » Related projects
 - » Related business groups
 - » Frequently asked questions
- » **Develop supplemental web pages** for material that Rochade cannot store.

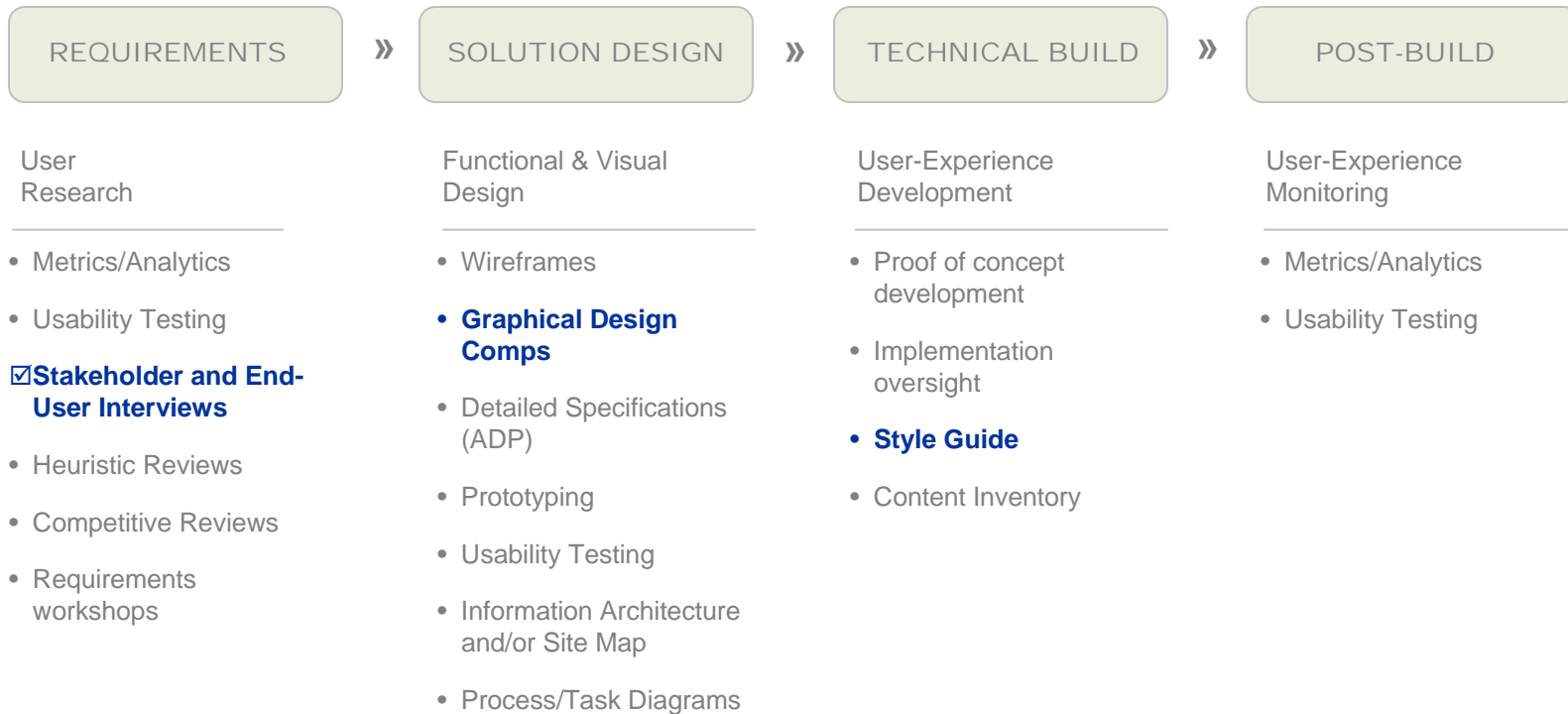
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- » Implementation options
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- » Appendix – ASG Rochade Notes and Screens

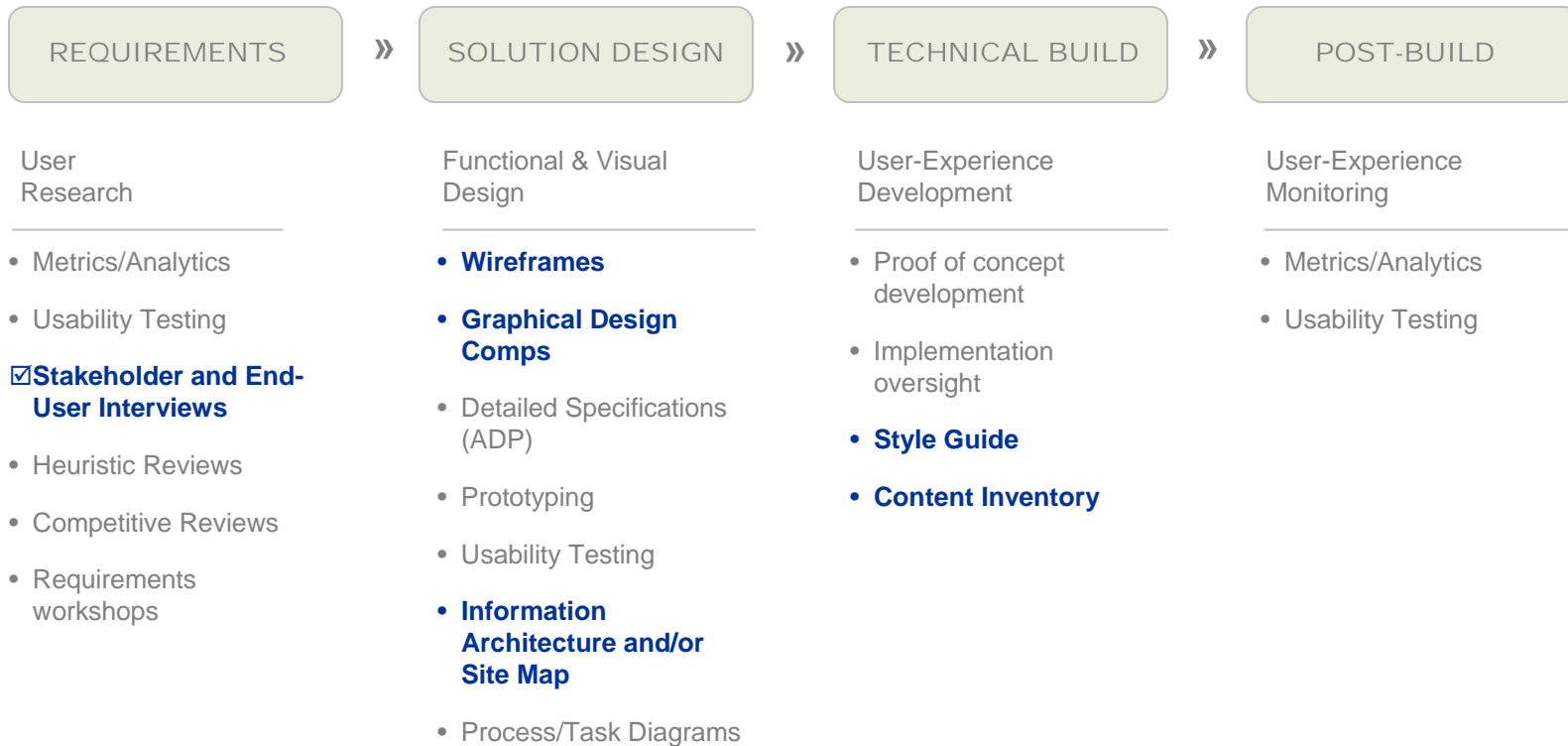
Next steps

- » Determine whether there are **any additional research questions** to be addressed in this phase.
- » **Discuss project next steps.** This includes project structure and CAST UI involvement.

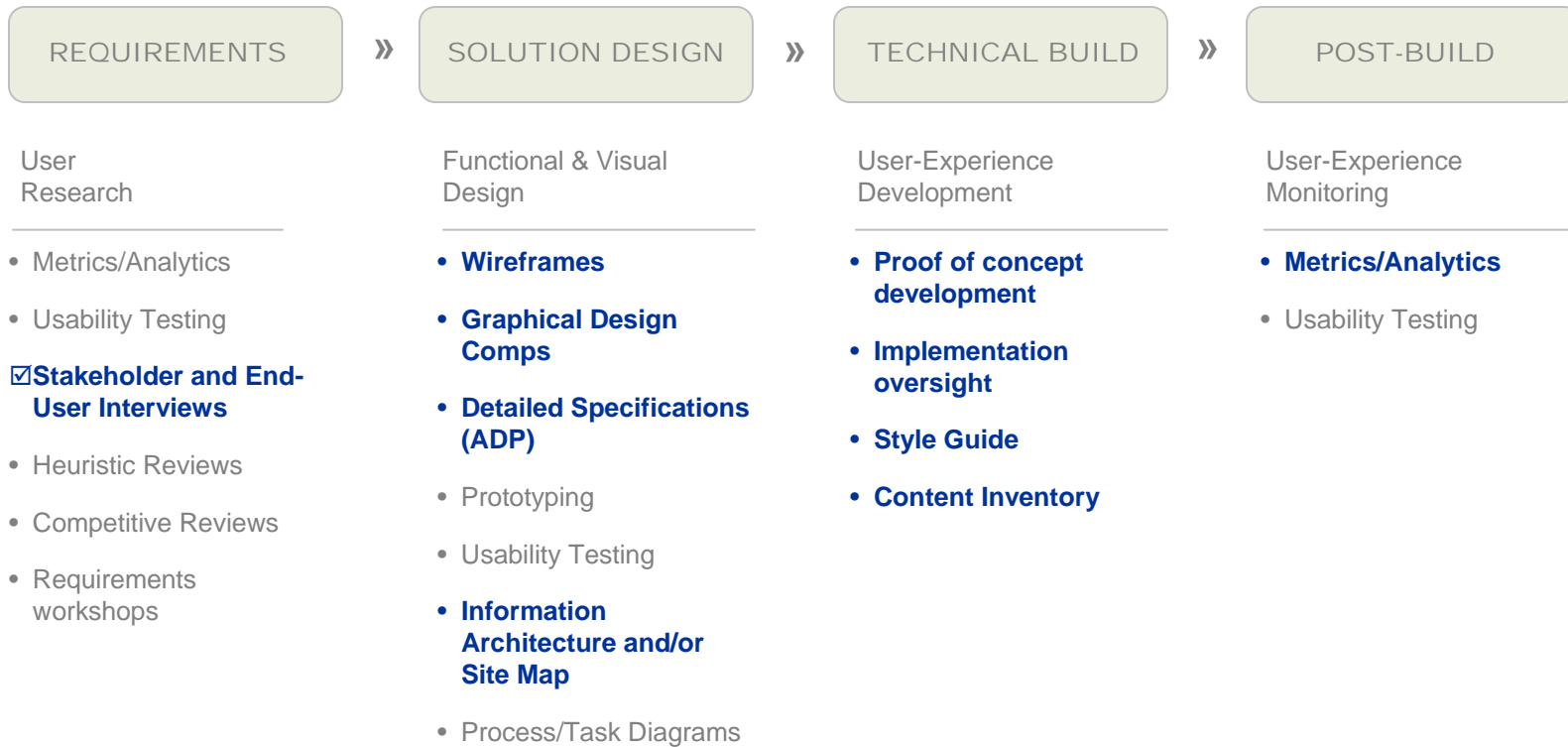
Next steps: UI involvement for Option A



Next steps: UI involvement for Option B



Next steps: UI involvement for Option C



Next steps: food for thought

- » The design recommendations are a **departure from the existing site**.
- » KM **will need to answer several questions** to determine how best to implement solutions that will meet the needs identified through the interview process.
 - » Does KM currently have the **technical skills and infrastructure** to develop the necessary web pages and integrate ASG Rochade.
 - » Does KM currently have the ability to **gather and maintain the data** that will be required to keep the data catalog accurate?

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Appendix – Sample Screen Designs

Home Page

The screenshot shows a web page for 'bip' (Business Information Platform). At the top right, there are links for 'About bip', 'Calendar', 'My bip', and 'Login'. Below this is a horizontal navigation menu with buttons for 'HOME', 'ABOUT BIP', 'IQ', 'DIRECTORY', 'SITES', 'HELPME', and 'SEARCH & ARCHIVES'. The main heading is 'Knowledge Management'. The page is divided into two columns. The left column is titled 'DATA CATALOG' and contains three sections: 'Data by Type' with links to Accounting Data, Analyst Forecasts, Credit Data, Default Swaps Data, Global Pricing Data, Macro Data, Niche Data, Index Data, Market Data, Risk Data, and Short Interest Data; 'Data by Business' with links to UK Active Equity, UK Fixed Income, US Active Equity, and US Fixed Income; and 'Data by KM Product Manager' with links to Deborah Boyden, Reza Estilaei, Katharine Earhart, Neil Gilfeddar, Max Jills, Trish Malone Keang, Glenn Standley, and Jason Warfield. The right column is titled 'NEWS & TRAINING' and contains a section 'Lorem Ipsum Dolor Sit Amet' with placeholder text, a section 'Praesent Scelerisque Porta' with placeholder text, and a link 'All news & training'. Below this is a section titled 'ADDITIONAL RESOURCES' with links to 'KM Projects', 'KM Product Managers', and 'Frequently Asked Questions'. At the bottom right of the page, the text 'GLOBAL INVESTORS' is visible.

GLOBAL INVESTORS

Appendix – Sample Screen Designs

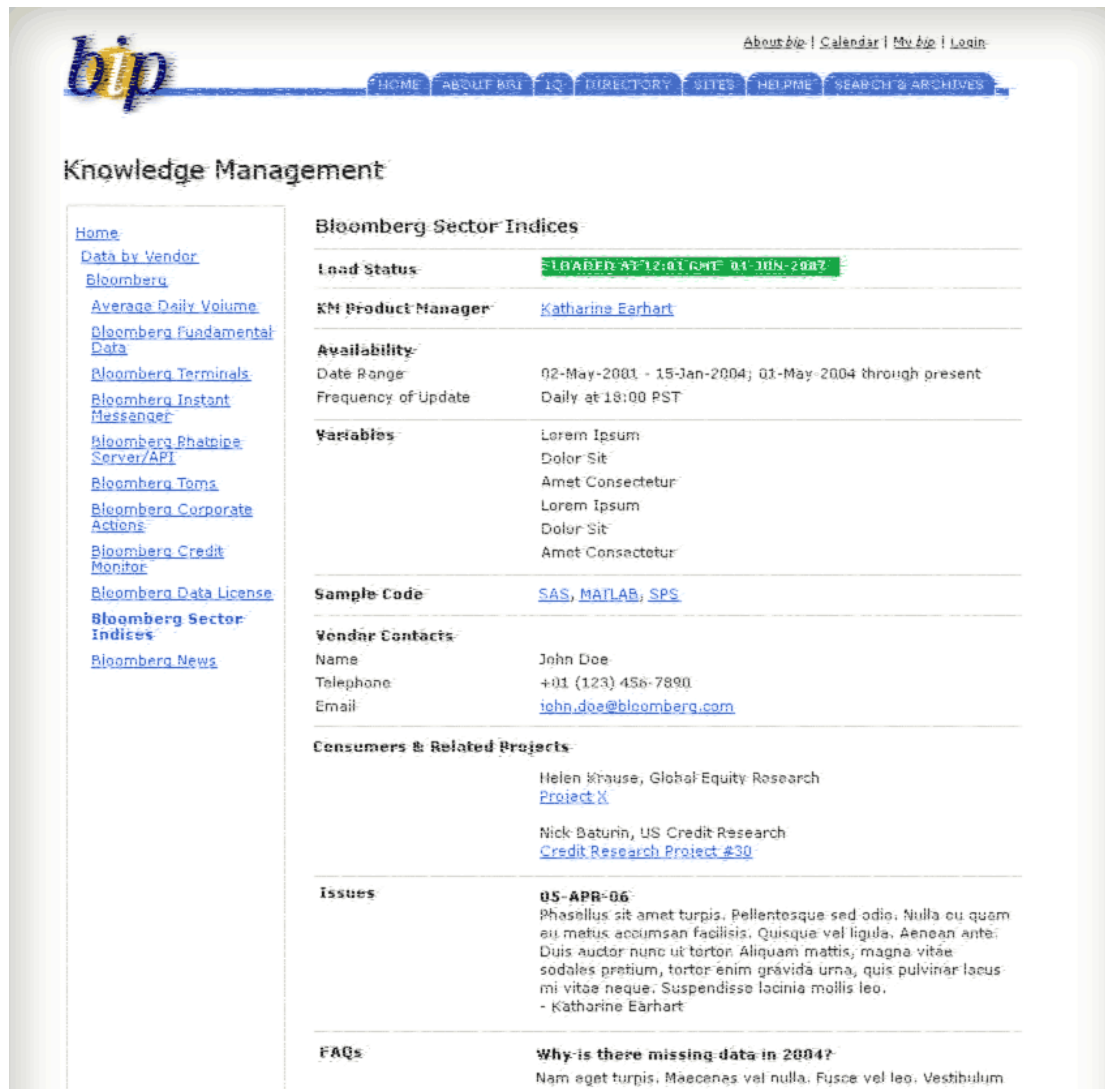
List Page (Showing Feeds by Vendor)

The screenshot displays a web application interface for 'bip' Knowledge Management. At the top, there is a logo for 'bip' and a navigation menu with links: HOME, ABOUT BGI, IQ, DIRECTORY, SITES, HELPME, and SEARCH & ARCHIVES. Below the navigation, the page title is 'Knowledge Management'. On the left side, there is a vertical list of links under the heading 'Home', including 'Data by Vendor', 'AFT', 'Archipelago', 'Asia Insider Watch', 'AVOX', 'BarCap', 'Bloomberg', 'Bureau Van Dijk', 'CBI Survey Data', 'CBQC', 'CBOT', 'CFRA', 'Citigroup/Salomon', 'CMA', 'CNE', 'Cohen & Steers', 'CPR/CDR', 'CreditSights', 'CreditTrade', 'Creston', 'CRSP', 'CSFB', 'DealReporter', 'DebtWire', 'Deutsche Bank', and 'Directors Deal Ltd'. The main content area is titled 'Bloomberg Data' and contains a table with three columns: 'Service', 'Type', and 'Product'. The table lists various Bloomberg data feeds and their corresponding types and products.

Service ▼	Type ▶	Product ▶
Average Daily Volume	Data Feed	Equity Data
Bloomberg Fundamental Data	Data Feed	Company Financials
Bloomberg Terminals	Terminal Application	Real-Time Applications
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Bloomberg Phatpipe Server/API	Terminal Application	Real-Time Data Feeds
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Bloomberg Corporate Actions	Infrastructure	Reference Data
Bloomberg Credit Monitor	Terminal Application	Fixed Income
Bloomberg Data License	Data Feed	Equity Data
Bloomberg Sector Indices	Terminal Application	Index Data
Bloomberg News	Data Feed	Equity Data

Appendix – Sample Screen Designs

Product Detail Page



Knowledge Management

[Home](#)
[Data by Vendor](#)
[Bloomberg](#)
[Average Daily Volume](#)
[Bloomberg Fundamental Data](#)
[Bloomberg Terminals](#)
[Bloomberg Instant Messenger](#)
[Bloomberg Bhatnagar Server/API](#)
[Bloomberg Toms](#)
[Bloomberg Corporate Actions](#)
[Bloomberg Credit Monitor](#)
[Bloomberg Data License](#)
Bloomberg Sector Indices
[Bloomberg News](#)

Bloomberg Sector Indices

Load Status: LOADED AT 12:01 GMT 04 JUN 2007

KM Product Manager: [Katharine Earhart](#)

Availability:
Date Range: 02-May-2001 - 15-Jan-2004; 01-May-2004 through present
Frequency of Update: Daily at 18:00 PST

Variables:
Lorem Ipsum
Dolor Sit
Amet Consectetur
Lorem Ipsum
Dolor Sit
Amet Consectetur

Sample Code: [SAS](#), [MATLAB](#), [SPS](#)

Vendor Contacts:
Name: John Doe
Telephone: +01 (123) 456-7890
Email: john.doe@bloomberg.com

Consumers & Related Projects:
[Helen Krause, Global Equity Research Project X](#)
[Nick Baturin, US Credit Research Credit Research Project #30](#)

Issues:
05-APR-06
Phasellus sit amet turpis. Pellentesque sed odio. Nulla eu quam eu metus accumsan facilisis. Quisque vel ligula. Aenean ante. Duis auctor nunc ut tortor. Aliquam mattis, magna vitae sodales pretium, tortor enim gravida urna, quis pulvinar laeusi vitae neque. Suspendisse lacinia mollis leo.
- Katharine Earhart

FAQs:
Why is there missing data in 2004?
Nam eget turpis. Maecenas vel nulla. Fusce vel leo. Vestibulum

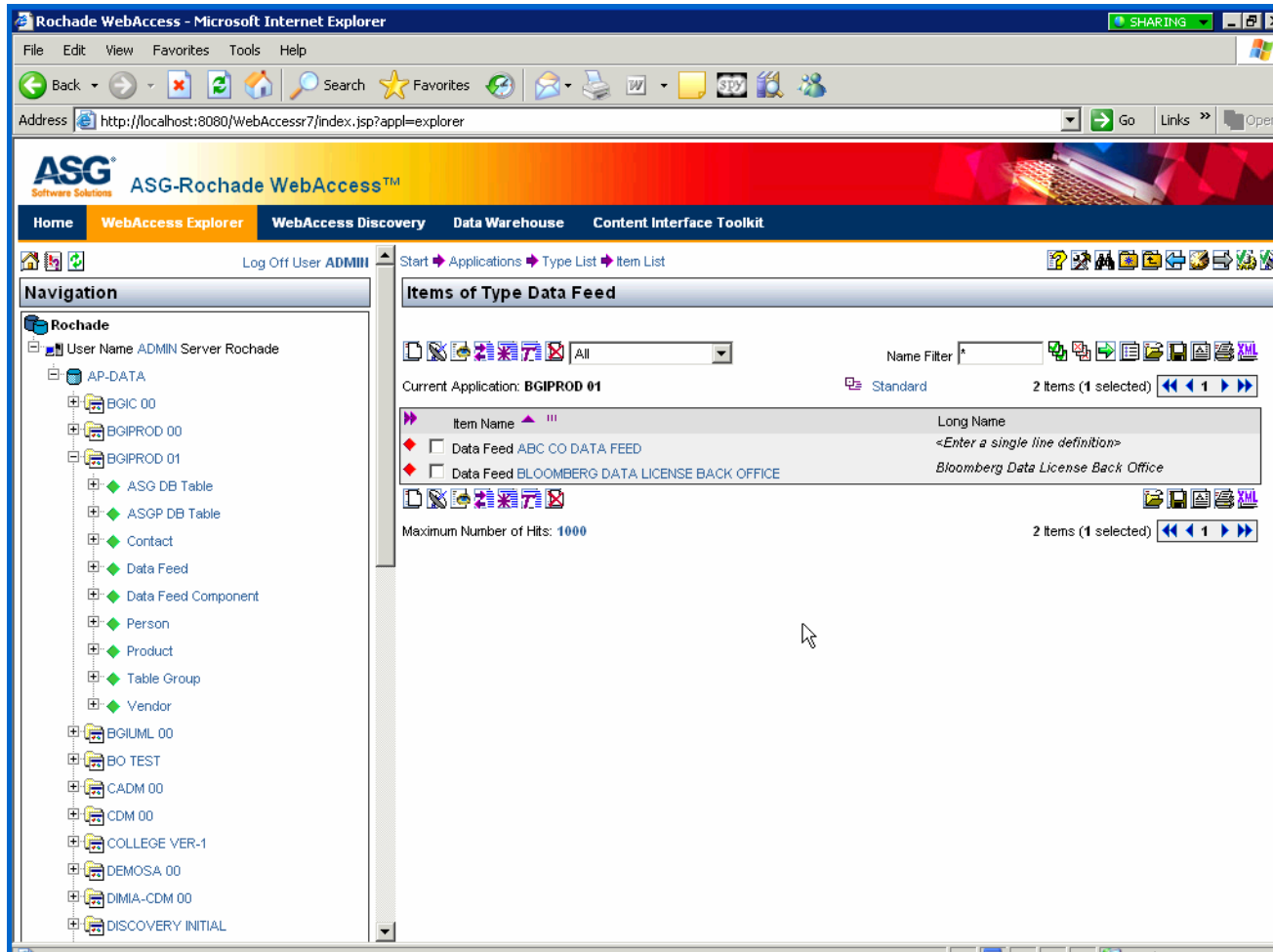
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Appendix – ASG Rochade Notes & Screens

- » Color scheme and logo are **customizable**.
- » Explorer & discovery are the two major sections.
- » **Explorer** is like giving a user access to a tool that shows all the tables in a database and allows them to navigate between them.
- » **Discovery** is for the business user who doesn't want to browse through the repository model. **Discovery would probably most useful for KM web site purposes.**

Appendix – ASG Rochade Notes & Screens



» Rochade would obviously require extensive visual customization, but vendor says this is possible. Certain views can also be turned off (such as this technical, data server model).

Appendix – ASG Rochade Notes & Screens

ASG-Rochade WebAccess™

Home WebAccess Explorer WebAccess Discovery Data Warehouse Content Interface Toolkit

Log Off User ADMIN

Start Applications Type List Item List Item

Item Data Feed BLOOMBERG DATA LICENSE BACK OFFICE

Current Application: **BGIPROD 01** Attribute Overview All Attributes Short Format

Item Name	BLOOMBERG DATA LICENSE BACK OFFICE
Item Type	Data Feed
Owner	ADMIN
Stamp	Thu 07/06/2006 01:47:39 PM EST
Access Rights	read write rename delete report

Attribute Type	Attribute Name	Definition
Link Attribute	Data Feed Components	Data feed contains components
Text Attribute	Definition	Document definition

Link Attribute Data Feed Components

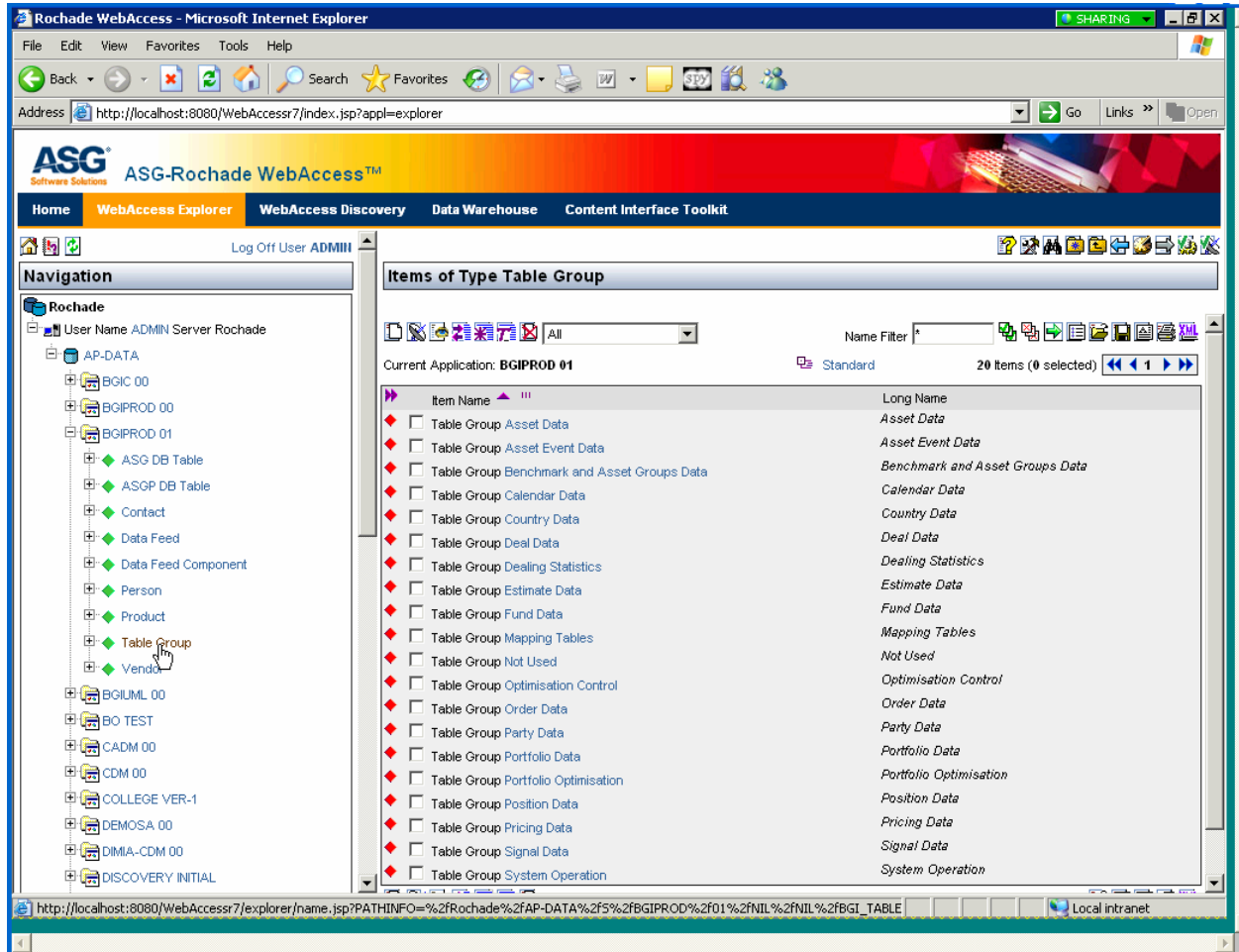
Item Name	Link Qualifier	Long Name
Data Feed Component EQUITY-BO-NAMX.PX		equity-bo-namx.px
Data Feed Component EQUITY-BO-LAMX.PX		equity-bo-lamx.px
Data Feed Component EQUITY-BO-EURO.PX		equity-bo-euro.px
Data Feed Component EQUITY-BO-ASIA1.PX		equity-bo-asia1.px
Data Feed Component EQUITY-BO-ASIA2.PX		equity-bo-asia2.px

Text Attribute Definition

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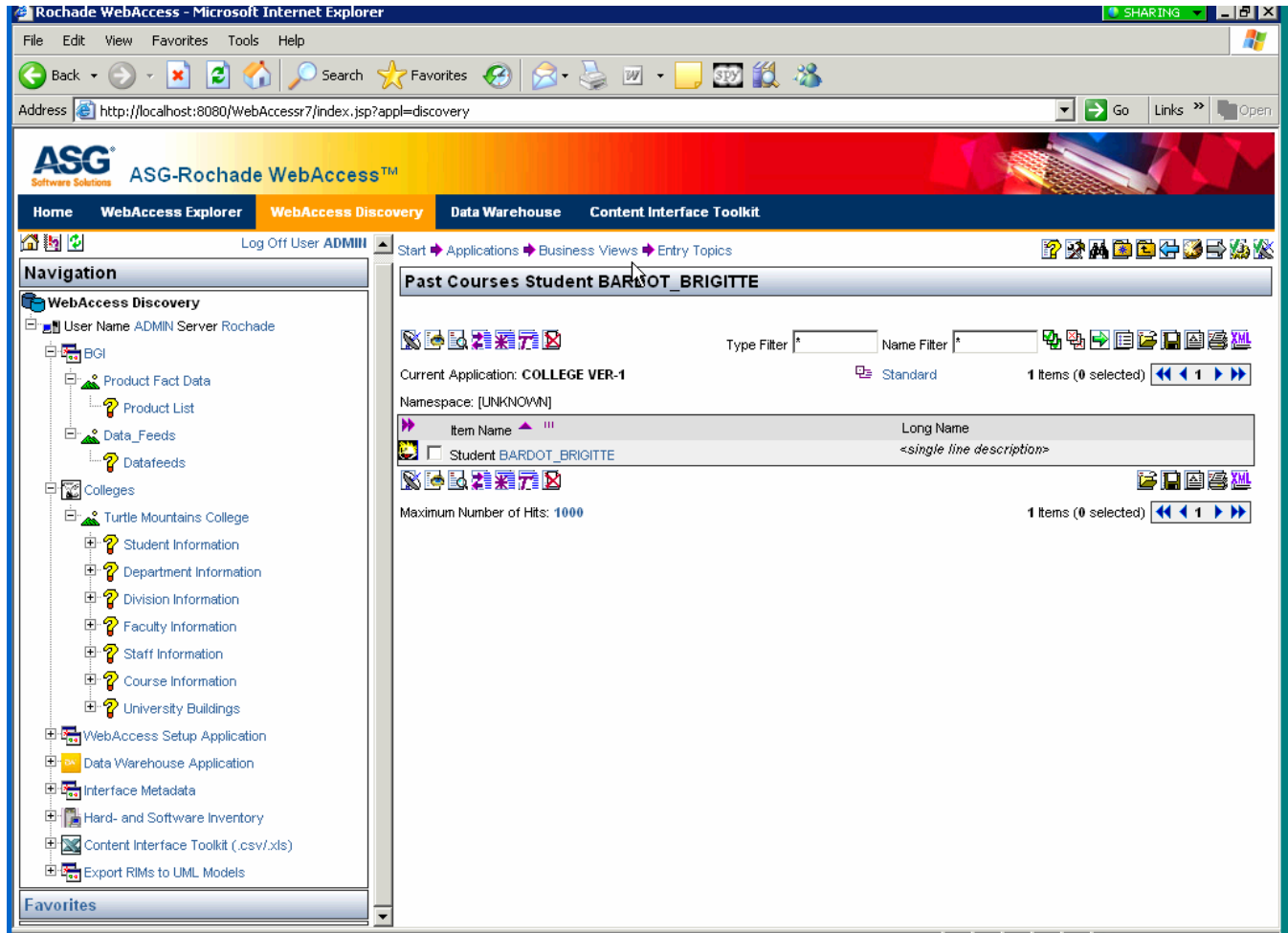
» A variety of meta data (technical and business-focused) can be stored for each feed.

Appendix – ASG Rochade Notes & Screens



» List pages could possibly be used to locate feed information through various lenses.

Appendix – ASG Rochade Notes & Screens



» Custom person-level meta data might be useful for accessing feed information via product manager or product consumer.

Appendix – ASG Rochade Notes & Screens

- » Built in query tool could possibly be used to facilitate quick, keyword searching.

