



**APP  
PORTAL**

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**Analytics provider uses  
Bloomberg App Portal  
to reach new customers.**



**Bloomberg**  
FOR ENTERPRISE

CASE STUDY:  
**FINTECH SOFTWARE  
DEVELOPER**

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- RiskVal Financial Management
- Headquartered in New York City
- Software-as-a-Service (SaaS) portfolio
- Focused on front office fixed income traders
- Founded in 2001

**ANALYTICS PROVIDER NEEDED  
TO REACH NEW CUSTOMERS**

Developing useful software tools for the front office can be a challenging prospect. Traders often have highly specific needs determined by the asset classes they specialize in, the strategies they pursue and the customers they serve. In addition, much of what differentiates one trader's approach from another's is proprietary. This often leaves traders relying on spreadsheets that are limited in capability and difficult to maintain.

Jordan Hu, founder of RiskVal Financial Solutions, recognized this problem in the late 1990s — and he left his position at Salomon Brothers to solve it.

“Everyone has their own proprietary model, but everyone has to agree on the same price eventually or you can't settle,” Hu said. “Behind the scenes, there is actually a lot of commonality in terms of process and technology. Fixed income traders shouldn't have to waste time and money building the common elements. That's what RiskVal provides.”

Specifically, RiskVal creates analytics and trading systems in fixed income, credit derivative, equity, foreign exchange and derivative securities. Hu built RiskVal primarily through referrals, first in buy-side rate and credit trading, then on the sell-side after the financial crisis. And while growth was steady, Hu was always on the lookout for easier ways to reach more customers in this highly specialized space.

**BLOOMBERG APP PORTAL SIMPLIFIES  
SCALE & DISTRIBUTION**

RiskVal analytics need to consume high-quality, accurate market data in order to provide value outcomes for traders. That is why RiskVal first became a Bloomberg Professional® service customer in 2001.

But when the Bloomberg App Portal launched in 2012, Hu and Bloomberg both realized that the portal represented an important opportunity to deliver new capabilities to customers in an unprecedented way. Today the App Portal hosts a wide range of customized workflow-enhancement apps from RiskVal and many other providers. These tools integrate seamlessly with the Bloomberg Professional® service and can be distributed to more than 325,000 Bloomberg users worldwide, making the value they provide globally scalable.

“When apps began to become very popular, there were not many available for the professional financial space, let alone the front office,” Hu said. “Bloomberg was very visionary at the time. They saw how to deliver more specialized tools with a delivery mechanism — the App Portal — that had a very small technology footprint.”

**RISKVAL ACHIEVES STEADY GROWTH & INNOVATION**

In the past 12 years, including the last four with the Bloomberg App Portal, RiskVal has grown significantly in revenue. This was accomplished with no marketing staff, no CTO, no COO and a largely referral-driven business model.

“Our front office customers always want the latest update very quickly,” Hu said. “We don't have time for any layers of bureaucracy. Our solutions are not purely technology, or trading, or research, but a combination of all three. You have to know exactly what traders are thinking. It's a very specialized field and we work very rapidly.”

RiskVal releases updates to its products weekly, a pace it has maintained for 15 years. Today, RiskVal offers four apps through the Bloomberg App Portal: a USD bond/future spread and butterfly monitor, a CAD bond/future spread and butterfly monitor, a USD Treasury RV and a white label bond/future app. The ability to deliver updates to users instantly through the App Portal is still an important part of RiskVal's strategy.

“Bloomberg is still the premier financial platform for apps like ours,” Hu said. “The Bloomberg distribution infrastructure is solid and they provide the market data that apps need. Deployment through the App Portal is extremely smooth and successful.”

Other app developers trying to reach a larger audience should consider the App Portal, according to Hu.

“The most important task is to know your audience and what they want,” Hu said. “Then you can leverage Bloomberg as a foundation. They have the API, the market data, the indicative data, the trading systems. If you had to build all these things from scratch, it will take you too long to get to market. The Bloomberg App Portal is much faster.”

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### **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 your firm make routine processes more efficient. Visit [bloomberg.com/enterprise](http://bloomberg.com/enterprise) or reach us at [eprise@bloomberg.net](mailto:eprise@bloomberg.net).

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