This comment reflects my personal idea, and not of any client in particular of BEEP.

The Bloomberg Anyware (BBA) terminal

Bloomberg is pushing their latest baby in the market. A wonderful tool for Bloomberg only users. But is it the right solution for you ?

It seems to be that a lot of new functionalities will "need" this aspect of a Bloomberg licence. Most of the time this aspect is just a way of selling this.

User Based Licences, with their fingerprint devices and tokens (which is the real carrot for the clients) are the new way of putting more terminals in the dealing rooms.

Is this really useful? Does it do any harm? Is there a way back?

A guide where it can be useful and where you should avoid it:

At least all of these remarks should the case.

1. All the colleagues with the same functions have their own terminal.
2. On these desks, the colleagues are not opening each other terminal for trading reasons when one of them is not in due to illness or vacation.
3. No trainees are passing on these desks when a trader/sales is not in.
4. All direct/nearby colleagues are interested in this kind of licence.

More positive aspects, but enough to move ?

5. Traveller software can be cancelled
6. Sales/researcher can do demo's at clients premises (replace traveller)
7. BCP solution?
8. Double licences can be cancelled for travelling functions
9. Exchanges move with the user.
10. Home back-up systems, for following the market outside office hours.
11. In the future, this kind of licence will be needed when a Bloomberg feed will be reality?
12. Move can be reversed?
13. Usage and owners are easier to track.
14. SID files are easier to link with market data management software.

One reason is enough, not to move to BBA.

15. Shared licences
16. Trainees are passing a lot
17. Colleagues are opening terminals for trading reasons when normal user is not in.
18. Terminal is surrounded with PC based licences.

More negative points, but enough not to do it ?

19. A push for more terminals
20. Difficult back-up user system.
21. Another Bloomberg-user control device? (See also + point 9 which can be also -)
22. Users will use the mail-system for private use instead of Yahoo?
23. Not completely supported without UBS