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BLOOMBERG LAW REDEFINES CONTENT DISCOVERABILITY FOR THE LEGAL MARKET

Innovative Search and Integrated Data Transform how Law Firms and Corporate Law Departments Operate in Both the Business and Practice of Law

Arlington, Va. (April 3, 2017) — Bloomberg BNA today announced the release of new client-driven enhancements and a new user interface for Bloomberg Law that increase content discoverability through advanced search and streamlined navigation. The enhancements to Bloomberg Law make it dramatically easier for clients to discover content relating to both the business and practice of law on the only integrated legal research and business intelligence platform. For more information, visit bna.com/bloomberglaw.

“The attorneys, engineers and data scientists behind Bloomberg Law took an innovative approach to the content discoverability challenge by injecting contextual awareness into the product’s natural language search architecture,” said Joe Breda, Executive Vice President of Product at Bloomberg BNA. “This allows diverse practitioners to eliminate noise and get to the right answer, fast.”

“Bloomberg Law is clearly invested in meeting the needs of practicing attorneys,” said Craig Newman, Partner and chair of the Privacy and Data Security Practice at Patterson Belknap Webb & Tyler LLP. “With these enhancements, I can find relevant information even faster, which is exactly what practitioners like me need to offer responsive client service.”

Bloomberg Law’s fully integrated research, analytics and business intelligence platform is designed specifically to address how lawyers practice and do business in today’s market. The platform’s enhanced contextual and simplified search capabilities, as well as the flexibility to use both natural language and more advanced search terms and connectors, increases the precision and relevance of results. Combined with a more intuitive user experience and simplified navigation, legal professionals can now uncover resources and information on Bloomberg Law more quickly than ever before.

“For a profession in which strong results, time and efficiency are sacrosanct, these enhancements to Bloomberg Law make finding the content legal professionals need even faster and easier,” said Scott Mozarsky, President, Bloomberg Law. “This is just the first of many innovations we will be unveiling in the coming months that will further increase the value we provide our clients. Consistent with Bloomberg Law’s unique promise to the market, each new feature and all new functionality is provided free to existing customers.”



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Bloomberg Law also features BNA Practice Centers, which provide a wealth of tools and resources specific to individual practice areas, such as labor & employment and benefits & executive compensation. The BNA Practice Centers have been intuitively redesigned to help users find answers faster and enhanced with new content sets across select practice areas. The BNA Practice Centers incorporate and fully integrate primary sources, BNA legal content, Bloomberg market data, practical guidance, data analysis and visualization tools, customizable alerts, and BCite, Bloomberg Law's proprietary citator.

Bloomberg Law uniquely provides all of its continuous improvements to content, functionality, analytics and practice tools at no additional cost to its clients, all integrated into a single platform. Distinguishing Bloomberg Law from all other full-service legal research platforms, it offers unlimited use for subscribers at an all-inclusive price and full access to all that the platform has to offer, providing cost predictability.

About Bloomberg BNA

Bloomberg BNA provides legal, tax and compliance professionals with critical information, practical guidance and workflow solutions. We leverage leading technology and a global network of experts to deliver a unique combination of news and authoritative analysis, comprehensive research solutions, innovative practice tools, and proprietary business data and analytics. Bloomberg BNA is wholly-owned by Bloomberg L.P., the global business, financial information and news leader. For more information, visit www.bna.com.

About Bloomberg Law

Bloomberg Law helps legal professionals provide world-class counsel with access to actionable legal intelligence in a business context. Bloomberg Law delivers a unique combination of practical guidance, comprehensive primary and secondary source material, trusted content from Bloomberg BNA, news, time-saving practice tools, market data and business intelligence. For more information, visit www.bna.com/bloomberglaw.