

# COMMODITY TRADING

## Industry Solution Sheet

### The Issues

Disparate information sources  
Lack of visibility  
Protracted decisions  
Slow to react  
Remain competitive

## *Improving Profitability in the Commodities Markets*

Commodity trading is a fast-paced business sector where success is reliant on the visibility of information and the ability to respond quickly. The capability to track, monitor, assess and act on trading and other information, in as close to real-time as possible has a direct impact on overall profitability and ultimately competitiveness.

Complex algorithms and calculations show the real value of each transaction and the possible profit rates prior to transaction – then as the trade happens those initial calculations are compared to actual results, for example with spot foreign-exchange rates. Without the ability to drill down into each deal and correlate the various levels of information – managing profitability becomes unpredictable.

The desire to proactively manage one's business is a common goal, across many industries. Making that goal a reality is challenging, especially within commodity trading where the data volumes can be vast; critical information is stored in disparate systems; and speed means the difference between being profitable or not.

### The Business Problem

Commodity trading demands up-to-the minute information as well as having a clear and efficient method of acting upon that information. But, ensuring the right information is evaluated; that a full 'picture' is understood; and that previous experience and knowledge is drawn upon, often requires complex assimilation of data from many sources, both external and internal. This can be both time-consuming and difficult to trace. The result can be misjudged and potentially unprofitable trades or transactions, based on incomplete or incorrect data.

In order to solve these problems, the commodity trader must have immediate visibility and access to the right data sources. This may include internal systems such as data warehouses, financial systems, spreadsheets and email trails, as well as external sources such as the Internet, foreign exchange (forex) services, interest rates and other information from banks or subscription services. Perhaps even more importantly, the ability to evaluate, discuss, share and act upon such information appropriately, can affect overall profitability, and ultimately market competitiveness.



### The Business Value

Single real-time view of trades  
Minimise risk exposure to forex fluctuations  
Manage by exception  
Reduced administrative load  
Single real-time view of the client's universe  
More time for innovative deal structuring

### The Business Solution

**Attunity InFocus**, a highly flexible Management Workplace Application, enables commodity traders to quickly and easily see trading information in one view, share that information and act upon it. It allows a more pro-active, productive and effective method of monitoring and assessing each deal against pre-defined targets and trading limits. This results in reduced company exposure and profitability assurance. Key benefits include:

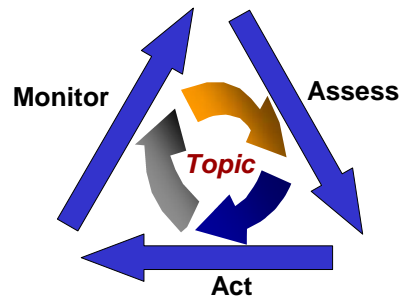
- **Deal Visibility and Control** – early potential problem identification, and exception management; greater understanding of overall commitments; risk exposure and resolution.
- **Enhanced Agility** – pro-active tracking and monitoring of real-time information and subsequent actions; faster response to changing market conditions.
- **Increased Effectiveness** – focused and contextual deal-centric information; faster trader review of forward book, positive and negative amendments, exchange rates etc; management of subsequent actions taken.

## The IT Value

- Very fast implementation and ROI
- Support and access almost any data or information source
- Leverage existing investments in BI, DW, Applications, SOA and Web Services
- Seamless integration with Microsoft Excel and Outlook

## Attunity InFocus

**Attunity InFocus** is an innovative software solution for business executives and managers at all levels. It allows them to be more proactive, productive and efficient in managing their specific business activities and issues. It helps keep information, decisions and subsequent actions in context at all times, and revolutionizes the way business managers respond to, and manage the dynamics of their business. It is what we at Attunity call 'High-Performance Management'. With **Attunity InFocus**, business managers can:



**Assess** – view current and historical information, be proactively notified, add insight, and share

**Act** - choose course of action, assign tasks and communicate with subordinates and colleagues

**Monitor** – follow-up, track and ensure timely execution

### A complete solution, it provides all of the technologies needed to:

- Bring together information from any source (such as internal back-office systems and legacy applications)
- Display all the information needed to evaluate the relevant topic in real-time
- Evaluate and collaboratively share ideas around that topic
- Initiate and follow up actions

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Attunity has the knowledge and experience to provide all the appropriate software and infrastructure to assist today's commodity traders in improving profitability and effectiveness. We can help you bring together all the relevant information sources from internal systems and external feeds to streamline processes and provide visibility. **Attunity InFocus** provides the means to quickly assess the information and collaborative tools that enable actions to be taken, assigned and followed up. Based upon open standards, it allows any investments in existing platforms, data sources and tools to be leveraged, into one highly configurable, fast to deploy, and easy to use application. Attunity has more than 1,000 customers and almost 20 years of customer experience.