



AGIBOO
CASESTUDY



PROFILE ▼

FOUNDED IN

1982

CLIENT SINCE

2012

EMPLOYEES

15

OPERATING IN

2 COUNTRIES & 2 OFFICES

PRODUCTS



WWW.HOTTLETSUGAR.BE

**“AGIBLOCKS GIVES REAL VALUE
TO SUGAR TRADERS”**

An introduction to HOTTLET SUGAR TRADING

Hottlet Sugar trading, a division of the Südzucker Group, is an international business specialist in sugar. Annually more than 500.000 tons of sugar are traded. Historically Hottlet Sugar Trading has been specialized in the export of European sugar. Since a few years Hottlet Sugar Trading expanded its activities to Brazil and a solid network has been constructed, with various sugar producers and refineries in other major sugar exporting countries, allowing Hottlet Sugar Trading

to manage an extensive portfolio of different sugars, sugar qualities and packaging options. "Our main objective is to achieve excellence in logistics and documentation" says Wim Depla managing director of Hottlet Sugar Trading. "In the highly volatile world market of sugar it is essential for us and our clients to constantly assess the impact of logistic influences. European sugars are primarily exported from the port of Antwerp where the largest bulk sugar terminal is situated.

Shipping also takes place regularly from major ports such as Rouen, Hamburg and Gdansk. In Brazil Hottlet's main shipping port is Santos. "Logistics management requires a constant process of monitoring of travel times, and management of packaging and transport costs to bring true value to our customers." Hottlet Sugar trading is a growing organization serving its clients with a highly motivated team. Hottlet Sugar trading has its main office in the city of Antwerp. The Brazilian office is situated in São Paulo.

Finding CTRM software for Sugar trade

"Finding a suitable commodity trade and risk management solution for sugar is not as easy as might look on the surface" says Wim Depla.

"There are not many solution providers really specialized in the management of sugar trade and related logistics. Sugar has its specifics which all need to be incorporated in one single software solution. Missing a crucial functionality would make a solution unusable, as we need to monitor our physical and risk positions at any given moment. In logistics we require constant information about our shipments and the impact it has on our operations. The people at Agiboo immediately understood our requirements and needs, because of their knowledge of the commodity and their experience in sugar trade solutions."

We got excited about the possibilities Agiblocks offers as it has the unique combination of sugar trade specifics and new technology. During our selection and search no other CTRM solution had that potential. It is true that there are other systems out there but they are usually constrained because of older technology or not allowing the flexibility that we require," continues Wim Depla.

"The product was not complete and in its early development stage when we decided to go ahead with Agiblocks from Agiboo, Nevertheless we saw immediately the potential of this new generation of commodity trade and risk management solution."

One of the main reasons for choosing Agiblocks was the user friendliness and ability to make complex matters simple. The position screens in Agiblocks are providing capabilities to oversee your business in just a couple of screens and offer extensive drill down functionality.

The beauty is that it comprises all the necessary functions, such as position by sugar specification or even white premium position rolling. With a few clicks the entire logistics chain is initiated and managed. Equally important for us were the flexible configuration of Agiblocks and its numerous possibilities for integration to other systems such as SAP Financials. Now that we are live and fully functional it emphasizes that we made the right choice in our selection."

AGIBLOCKS according to Hottlet Sugar Trading

During the implementation process of Agiblocks it became obvious that we had a new generation of solution in our hands. The possibilities to create value for Hottlet Sugar Trading but also for our clients appeared to be numerous.

Implementing a new system supporting the core of your operations always has its challenges. Agiblocks allowed us to deal with these challenges in a relatively easy way. Agiblocks is providing us now complete control over trade , logistics, inventory , risk and finance processes.

All Integrated in one solution, which is easy accessible. Who could think of the possibility to manage position on a tablet 12 months ago ? Now these types of features have become real for us.

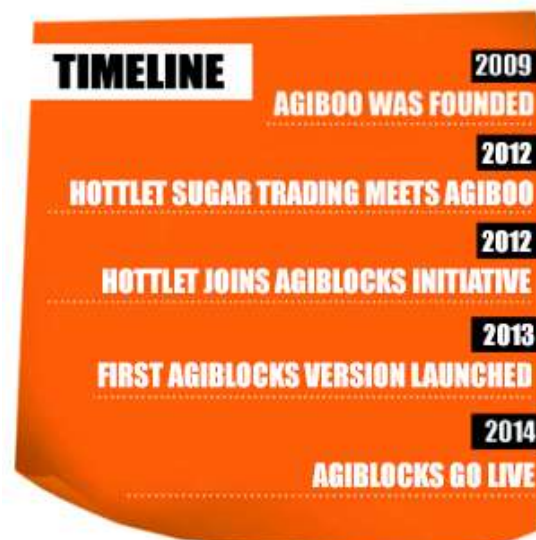
In addition to the trading functionality we required Agiblocks to integrate to the SAP financial systems of our mother company Südzucker. From experience I know that these integrations can be very complex and usually are a challenge. Here again Agiblocks proved to be the right choice. Agiblocks' technology could handle this very effectively and with success.

We are fully operational with the Agiblocks software and we expect that Agiblocks will continue to support our future growth.

The true value of Agiblocks for a company like Hottlet Sugar Trade can be found in the flexibility, ease of use and the possibility of executing all our sugar trade activities in one combined process. This means a significant reduction of work and risk for us, and therefore creating a better service to our clients. We have experienced that Agiblocks truly is the next generation of commodity trade and risk management software and are proud to be amongst the early adopters.

About AGIBLOCKS

Agiboo is a software solution provider of the next generation CTRM solution **AGIBLOCKS**. Agiblocks combines a detailed understanding of commodity business & risk management processes with an agile information technology architecture to successfully manage commodity trading and risk management. It is a truly revolutionary CTRM solution for commodity purchasers, brokers, traders and commodity industry service providers. For more information about Agiboo and Agiblocks, please visit www.agiboo.com



All product names used in this are trademarks of their respective owners.