



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 is 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 various forms of packaging to fulfil client specific requirements. “Our main objective is to achieve excellence in logistics and documentation” says Wim Depla head of sugar trade of Hottlet Sugar Trading. In the high volatile world market of sugar it is essential to assess constantly 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 regular place from major ports such as Rouen, Hamburg and Gdansk. Wim continues: “In Brazil our main shipping port is Santos. This requires a constant process and monitoring of travel times, 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 that easy as might look on the surface” says Wim Depla.

“There are only few software solution providers specialized in sugar trade. Sugar has its specifics which all need to be incorporated in one single approach. Missing a crucial functionality would make a solution unusable, as we need to monitor our position 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 specialization in sugar trade solutions. “

“Hottlet got excited about the possibilities Agiblocks offers as it has the unique combination of sugar trade specifics and new technology. During our search and selection no other CTRM solution had such potential. It is true that there are other systems out there but they are usually constrained because of older technology or not supporting 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 in one view our situation. The beauty is that it comprises all the sugar 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. Important for us was as well the flexible configuration of Agiblocks and numerous possibilities for integration to other systems such as SAP Financials. Now we are live and fully functional it emphasizes that we made the right choice in our selection.

Agiblocks according to Hottlet Sugar Trading

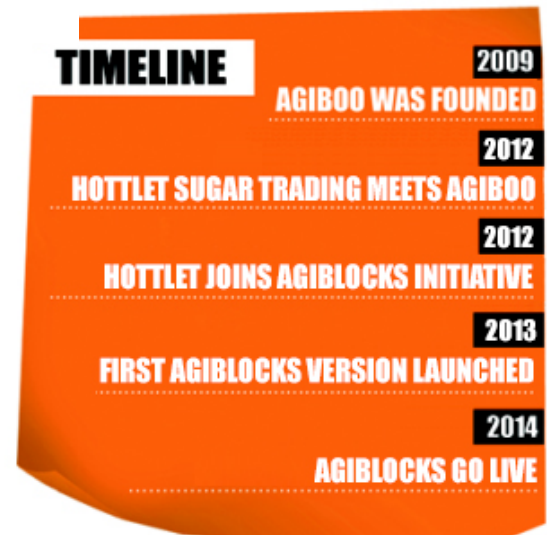
“During the implementation process of Agiblocks it became obvious that we had a new generation of solution in our hands. The possibilities to create value for Hottlet Sugar Trading but also for our clients appeared to be numerous. Implementing a new system supporting the core of your operations always has its challenges. Agiblocks allowed us to deal with these challenges in a relative easy way. **Agiblocks is providing Hottlet now complete control** over the trade, logistics, inventory, risk and finance processes.

All Integrated in one solution, which is easy accessible. **All needed functions are there** such as, Mark to market, P&L, Foreign exchange management and premiums. Who could think of the possibility to manage position on a tablet? Now these types of features have become real for us! In addition to all the functionality we require there was an additional challenge: This was the integration of Agiblocks to the SAP financial systems of our mother company Südzucker. Here again Agiblocks proved to be the right choice. Out of experience I know that these integrations can be very complex.

Agiblocks technology could handle this very effective and with success. The true value of Agiblocks for a company like Hottlet Sugar Trade can be found in the flexibility, easy usage and allowing executing all our sugar trade activities in one combined process. This means for us **reduction of work and risk**, and therefore creating a better service to our clients and that makes Agiblocks a truly next generation of commodity trade and risk management system. Recently we became fully operational live and Agiblocks will continue to support our future growth.”

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



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