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Leading Agri-Trading Company Adopts Eka's Farmer Connect App

OVERVIEW

Agri-trading companies are under tremendous pressure to build new sources of competitive advantage and increase efficiency in their operations. Changing business models are forcing agri-businesses to look at more agile, real-time and meaningful interactions with supply chain participants - from source all the way to downstream (farmers, suppliers, customers or logistics service providers). In such a scenario, an integrated platform that simplifies communication and provides a single version of truth to all parties is valuable.



Background

Agri-trading companies want to make the best possible deals when engaging with their farmers, but they lack the ability to connect directly in real time. A leading grain company expanding its operations in Russia was looking for more transparent price discovery with farmers. They needed the ability to discuss, negotiate and agree on prices with their farmer network in one place through a web-based solution.



Requirement

The agri-trading company was establishing its operations in a new market and needed a solution that would immediately help them engage better with their farmer network and gain a competitive advantage. The goal was to help them and their farmers gain better visibility into each other's needs and plans.

Additionally, it was crucial for the system to enable price transparency between their farmers, traders and their global offices thereby providing everyone a single source of truth.



Solution

The company adopted Eka's Farmer Connect app to enable them to connect their traders and farmers directly by making all critical information available online for both parties, on one platform in real time.

Using this app, traders and farmers can exchange communication on prices seamlessly. The app enables the company to publish prices directly to the farmers and negotiate directly by publishing bids on different commodities, tracking bids, contracts, deliveries and payments from the app. All this information is available to farmers and traders on multiple devices – mobile and desktop – so they can view the information anywhere, be it the office, home, or the field.

Additionally, Eka's Farmer Connect app helps them maintain and track the price matrix that enables the agr-trading business to quote prices based on different incoterms and charges to the farmers. And, in the process they eliminate potential dependencies on middlemen.

The Farmer Connect app not only obliterated unnecessary emails and phone call exchanges that were previously used to negotiate prices, but also provided the company a transparent bid log to ensure the audit trail remained intact.





EKA'S COMMODITY MANAGEMENT PLATFORM

Eka's modern commodity platform is designed for commodity companies that need to flex, grow, and adapt to market forces. It is the only digital commodity management platform that breaks monolithic CTRM systems into bite sized chunks of powerful apps that work across the commodity value chain, thereby enabling faster, data-powered decisions.

The platform offers end to end functionality and rapidly configures every workflow from sourcing to trading & risk and supply chain all the way to downstream. It empowers commodity businesses to go beyond and explore new growth avenues with its suite of domain rich, commodity-savvy apps.

Eka's Commodity Management platform is comprehensive, connected, on cloud and built with features that deliver in-depth commodity workflows, entirely configurable to business needs as they scale.

KEY FEATURES

- **Power of Cloud & Mobile:** Anytime, anywhere access
- **Extensible:** Add-on apps from the app store, to meet additional functional needs.
- **Scalable:** Grows with the business
- **Mine Data, Share Insights:** Use data for faster decision making. Share information with your team and stay up-to-date
- **External Connectors:** Pre-built connectors. Bring all your data together. Salesforce, SAP, Oracle and Spreadsheets
- **Self Service:** Create your own dashboards, data views, drill downs and ad-hoc reporting

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ABOUT EKA

Eka is the global leader in providing Commodity Management solutions serving the entire trading value chain across agriculture, energy, metals and mining and manufacturing markets. Eka's modern commodity platform is designed for commodity companies that need to flex, grow, and adapt to market forces - from sourcing to trading & risk, and supply chain all the way to downstream.

Eka is a team of 315 staff with offices in the Americas, Asia, Australia, and EMEA, serving a rapidly growing global client base across multiple commodity segments. For more information, visit www.ekaplus.com.

To learn about how Eka can add value to your operations, email us at info@ekaplus.com.