



DTN PROPHETX®

CASE STUDY

Blanchard and Company, Inc.

New Orleans, Louisiana

Founded in 1975, Blanchard and Company, Inc. is the largest and most respected tangible asset broker specializing in American rare coins and precious metals. The company has assisted more than 400,000 people with expert consultation and assistance in the acquisition of American numismatic rarities, as well as gold, silver, and platinum bullion. Blanchard employs more than 85 people — many with 20 or more years of experience.

The challenge

“Prior to our relationship with DTN, our primary focus was rare coins,” said Robert Jané, senior trader with Blanchard. “When the decision was made to become a major broker of precious metals, the first priority was to have the ability to provide our clients with accurate, timely quotes.”

“After researching our available options and speaking with others in the precious metals industry, we narrowed our choices to a very few, but chose DTN ProphetX Commodities Edition for a number of reasons,” he said.

The DTN solution

“The key reasons we chose DTN ProphetX Commodities Edition were: its reputation in our industry; its reliability record; the tech support offered; the ease of use; and cost,” said Jané.

DTN ProphetX Commodities Edition is a comprehensive solution supplying an industry-leading array of innovative productivity features, advanced analytics, and performance enhancements — including order execution.

The system provides tools that filter data, creating a strong contextual relationship between quote displays, charts, and industry news. A single click allows Jané and his team at Blanchard to access all of the relevant information for a particular commodity or market, and the resulting information is displayed in an intuitive and flexible manner.

The results

“Before using DTN ProphetX we received our metals quotes through a system designed for rare coin dealers. As such, we had no direct access to the trading activities on the COMEX or NYMEX exchanges,” said Jané. “Obviously, this was not acceptable.”



DTN ProphetX Commodities Edition provides them access to the trading activity of the COMEX and NYMEX exchanges. "The benefit we receive is the ability to provide our customers with accurate, timely precious metals quotes," said Jané. "From the day we began using DTN ProphetX, we have never considered other options — it reliability provides information."

The client's view

"It offers all the support we could hope for and remains cost competitive."

Robert Jané, senior trader, Blanchard and Company, Inc.

