



DTN PROPHETX[®]

CASE STUDY

Royal Cup Inc.

Birmingham, Alabama

Over the past 100 years, Royal Cup, a privately held family company, has grown from its small, hometown roots to become a major importer, roaster and distributor of premium coffees and teas. Serving customers in the food service, office, and specialty coffee markets, Royal Cup reaches markets throughout the United States, into Mexico and the Caribbean.

The challenge

A DTN customer for many years, Royal Cup wanted real-time access to coffee futures market data.

The DTN solution

When DTN ProphetX Commodities Edition became available from information services leader DTN, Royal Cup chose to upgrade to the solution. The commodities trading focused system 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 users at Royal Cup to access all of the relevant commodity and market information for coffee, and the resulting information is displayed in an intuitive and flexible manner.

The results

“We use DTN ProphetX Commodities Edition each day in our operations,” said Lamar Bagby, vice president at Royal Cup. “The product has been reliable and the real-time trading data accurate.” One of the things that the company appreciates most about the system is that they can provide faster, more reliable information to their clients. “In particular, the market news is helpful in serving our customers,” added Bagby.

DTN ProphetX Commodities Edition offers users like Royal Cup a broad and deep range of news coverage, including proprietary information from DTN’s own award-winning newsroom. The system also offers a news filtering option that allows them to create customized searches to bring up articles that are most relevant to their business. This robust search function looks for key words in the full text of articles so the Royal Cup team can spend less time searching for the information they need and more time analyzing.

“We also use the quote pages for the coffee markets and the commodities news each day,” explained Bagby.



DTN ProphetX Commodities Edition provides calculated spreads in both bar chart and market profile displays. These advanced technical features are paired with DTN's proprietary algorithms to deliver unmatched analytical power and precision. The system's 'linked display' provides both power and ease-of-use for successful trading decisions.

Historical data is also available, including weekly and monthly bar charts, for analysis of price and basis trends and charting against exchange contracts or indexes.

"Many of our customers are on a "formula" basis for pricing purposes and we use the futures markets to establish their prices based on trades we execute," he said. "So the real-time information is critical to being able to do this."

The client's view

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Lamar Bagby, Birmingham, Alabama

