



DTN PROPHETX®

CASE STUDY

Stewart-Peterson Group

West Bend, Wisconsin

Established in 1985 and continually growing, Stewart-Peterson Group is a leading agriculture commodity firm that specializes in assisting producers in the use of commodities markets. They offer brokerage services and advisory publications to guide farmers and ranchers with marketing decisions.

There are currently more 30 expert advisors on staff who research, analyze, and advise clients on agricultural commodities each day. The company has a strong commitment to agriculture, and to the farmers and ranchers who make their livelihood from growing commodities.

The challenge

Stewart-Peterson Group needed a solution that provided the ability to help them track all commodities in a one convenient program. They also wanted a powerful solution that was easy to use and that allowed them to easily switch between programs. "It was also important to me that the solution was customizable to my specific needs," said Jacquie Voeks, a senior market advisor with the company.

The DTN solution

Stewart-Peterson Group chose DTN ProphetX Commodities Edition from information services leader DTN. The commodities trading focused

system is a comprehensive solution supplying 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 Stewart-Peterson Group 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

"DTN ProphetX Commodities Edition makes me better at what I do, and it helps me with my clients because I can provide them with better advice," said Voeks.

Voeks appreciates the market depth that the system provides. With the electronic nature of the markets, she likes the ability to see the markets ten deep — which really helps in her day-to-day operations. "It gives me the sense of where the market is building towards," explained Voeks.

"It puts me on the trading floor without actually being there," said Voeks.



Another feature Voeks likes is the ability to create charts and graphs in two clicks of a mouse. DTN ProphetX Commodities Edition also allows Voeks and others at Stewart-Peterson Group the power to create templates and then use those templates across the board.

During periods of intense market volatility, price alerts can be set up and customized through a variety of different formats such as visual, audio, email, or text-to-speech to ensure prompt response. The price alerts the system provides are critical to Voeks, which she credits for keeping her updated on fast-moving market information.

“DTN ProphetX Commodities Edition saves me every day — it gives me the ability to quickly solve problems,” she added.

The client's view

“DTN has the best support department that I have worked with. They are very knowledgeable, responsive, and open to being helpful. In my business there can be no downtime — and with DTN I am up and running.”

Jacquie Voeks, West Bend, Wisconsin

