



CASE STUDY



Using the Latest Tech to Find the Best Trading Opportunities

Heartland Ag Marketing, Inc.,
Omaha, Nebraska

Commodity broker Steve Poulson and his colleagues established Heartland Ag Marketing in 1996. Heartland Ag Marketing has more than 200 clients and trades in all markets, but deals mostly with agricultural commodities such as grains and livestock.

“The DTN ProphetX system is very useful and successful in providing real-time quotes for everyone in our company.”

Heartland Ag Marketing

“With DTN ProphetX, we get the information we need delivered directly to our computers in an easy-to-use format. It works for us, and I would recommend it to others in the industry.”

Heartland Ag
Marketing

What they were up against.

As active brokers, the staff at Heartland needed access to real-time market data and news, along with advanced charting and analytics to find the best trading opportunities for their clients. They needed a system that's easy to use and that provides the quotes and other information they need.

What we did to help.

DTN ProphetX[®] provides Heartland with a robust, analytical trading system featuring real-time flexible quote displays and data processed through the DTN ticker plant, extensive weather graphics, powerful charting tools, and industry-specific news for the commodity marketplace.

What the impact was.

With DTN ProphetX, Heartland can easily view industry-specific displays and customize quote content with a wide selection of predefined charts, studies, and graphics—all of which use data that is automatically processed to include the latest exchange-initiated tick corrections. It has given Heartland the information it needs to make smart trades.

Visit our site to learn more.

www.dtn.com