



AgVantage Commodities

a smarter way of commodity marketing

QUICK OVERVIEW

CHALLENGES

- Manual Bid and Offer Management
- Limited Visibility
- Fragmented Document Handling
- Complex Matching Processes
- User Adoption

BENEFITS

- Increased Efficiency
- Enhanced Transparency
- Improved Collaboration
- Compliance and Security
- Scalability

OBJECTIVES

AgVantage Commodities, a leading player in the agribusiness sector, identified a need to streamline their trading processes and enhance transparency in their marketplace. Facing challenges with manual bid and offer management, as well as document handling, AgVantage sought to leverage technology to create a more efficient and user-friendly platform.

SOLUTIONS

AgVantage embarked on a comprehensive solution to address these challenges, culminating in the development of the AgVantage Commodities Marketplace. This platform serves as a central hub for buyers, sellers, and brokers to conduct their trading activities seamlessly.

BENEFITS

Streamlined Trading Processes

By enabling buyers to manually enter bids or upload bulk bids, the platform significantly reduced the time and effort required for bid management. Bid withdrawal and editing functionalities further enhanced agility in trading operations, resulting in smoother transactions and increased efficiency.

Centralised Document Management

The centralised document management system simplified the handling of transaction-related documents, ensuring compliance with regulatory requirements. Documents such as Broker Notes, Buyer Contracts, and Commodity Movement Orders were securely stored and easily accessible, mitigating risks and enhancing trust in the marketplace.

Mobile Accessibility

The implementation of SMS notifications containing links to the platform ensured seamless connectivity and instant access to bids, offers, and historical data. This increased accessibility empowered stakeholders to stay connected and engaged with the platform, even while on the go, enhancing user experience and facilitating seamless transactions.





FEATURES IMPLEMENTED

BID MANAGEMENT

- Buyers can now manually enter bids or upload bulk bids via CSV files, providing flexibility and efficiency.
- Bid withdrawal functionality allows users to retract bids partially or entirely, ensuring accuracy and agility in the trading process.
- Bid editing capabilities enable AgVantage and buyers to adjust bid values for specific combinations swiftly.

BID DASHBOARD

- A user-friendly dashboard defaults to the current date, displaying the highest bids for each combination based on the site location.
- Advanced filtering options allow users to view historical trends and analyze bid data based on various parameters.

OFFER MANAGEMENT

- Sellers can submit offers via multiple channels, and the data is captured seamlessly within the platform.
- Buyers can set preferences for receiving offers based on their chosen commodities, ensuring relevance and timeliness.

AUTOMATED MATCHING

- Phase 1 of bid and offer matching generates Broker Note Confirmations (BNCs) within Salesforce, streamlining the process but requiring manual confirmation.
- Phase 2 aims to automate BNC generation and distribution, further enhancing efficiency and reducing manual intervention.

DOCUMENT HANDLING

- Users and AgVantage can upload and manage transaction-related documents directly within the platform.
- Documents such as Broker Notes, Buyer Contracts, and Commodity Movement Orders are securely stored and easily accessible.

MOBILE ACCESSIBILITY

- Users receive SMS notifications containing links to access the platform, ensuring seamless connectivity and instant access to bids, offers, and historical data.

OUTCOME

- Streamlined bid and offer management, reducing manual effort and enhancing accuracy.
- Improved transparency and real-time visibility into trading activities.
- Enhanced collaboration among buyers, sellers, and brokers, fostering a vibrant trading ecosystem.
- Centralised document management, ensuring compliance and facilitating seamless transaction processing.

FUTURE DIRECTIONS

- Automation of bid and offer matching processes to further expedite transaction processing.
- Integration with third-party platforms for seamless data exchange and expanded functionality.
- Enhanced mobile capabilities and personalised user experiences to cater to evolving user needs.

CONCLUSION

With the AgVantage Commodities Marketplace, AgVantage Commodities has not only addressed existing challenges but has also set a new standard for efficiency, transparency, and collaboration in the agribusiness trading landscape. By leveraging technology and innovation, AgVantage is well-positioned to drive growth and success in the dynamic world of agricultural commodities trading.

