



Customer Insight: Barry Callebaut



At-a-Glance

About Barry Callebaut USA LLC

- The world's leading manufacturer of high-quality chocolate and cocoa products
- Operates 50 factories worldwide

Challenge

- Manage the company's commodity price exposure more efficiently

Solution

- Utilize the data and functionality of FutureSource, Interactive Data's professional decision-support desktop solution

Benefits

- On one easy-to-use platform, Barry Callebaut can now access the full range of market information necessary to analyze and trade all the commodities markets in which the company operates

Situation

Interactive Data was approached by the North American commodity sourcing team at Barry Callebaut, the world's leading manufacturer of high-quality chocolate and cocoa products, to help improve the management of the company's commodity price exposures.

The selection of Interactive Data was based on the following primary business drivers:

Insufficient data from existing provider

"Our existing market data provider was not meeting our needs with respect to breadth of information, cost and customer service," explains Gary J. Stopka, Director Cocoa Sourcing North America, Barry Callebaut.

Technical issues with the interface between hardware and software

The company had also recently invested in its Chicago office to establish a dedicated trading area, including four overhead screens for joint use by the commodity sourcing team. "We had a technical issue with the interface between our existing market data software and the new hardware we had put in place," says Mr Stopka. "The prior system could not be retro-fitted to pipe the information we needed through the overhead screens. We did not originally approach Interactive Data to address these technical issues, but they were able to provide a solution."

Solution

After considering and testing a number of systems, Barry Callebaut selected FutureSource, Interactive Data's professional decision-support desktop solution. The system provides Barry Callebaut with the following advantages:

Full range of market data on one user-friendly platform

From its Chicago office, Barry Callebaut hedges its customer and manufacturing plant commodity price exposures for the whole of North America, as well as taking proprietary positions in the cocoa, sugar and



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“We were interested in FutureSource because of the system’s features and benefits, but have been particularly impressed by Interactive Data’s customer service and technical support.”

Gary J. Stopka, Director Cocoa Sourcing
North America, Barry Callebaut

dairy markets. The commodity sourcing team also tracks the foreign exchange markets and monitors weather systems. FutureSource is an ideal solution because it delivers fast and reliable real-time market data and decision support software for the commodities, financial futures and foreign exchange markets.

“I had used FutureSource in the past and was impressed with how user-friendly the latest version of the product is,” says Mr Stopka. “The system has wide acceptability with our traders, who have differing needs.” In addition to personal log-ins, the traders also have access to FutureSource data through four individually configured overhead screens.

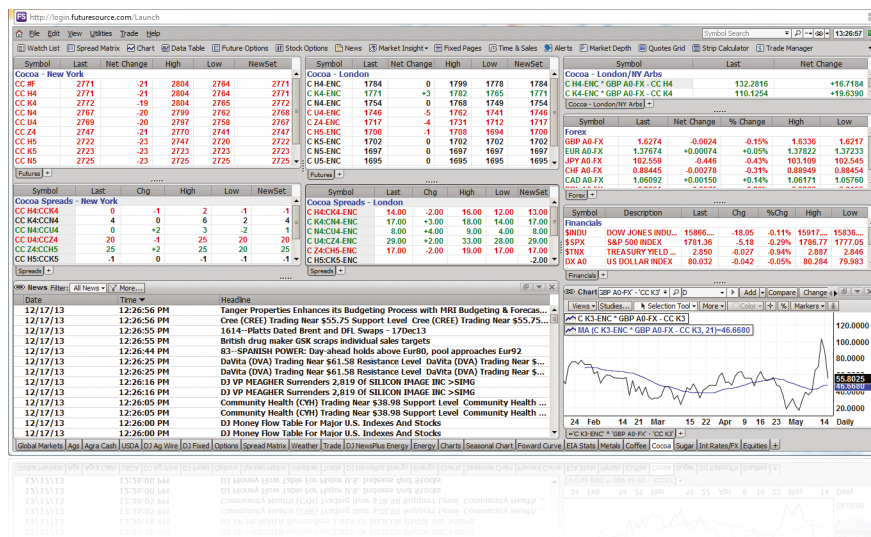
Advanced charting capability

Barry Callebaut analyzes markets using both supply and demand fundamentals and technical analysis. FutureSource’s functionality includes advanced charting with access to more than 60 technical studies, and is designed to support custom spreads, strips and overlays, as well as providing seasonal and forward curve charts.

System flexibility to accommodate expanding team

“We recently brought an additional futures trader into the team and needed a system that can better cope with the requirements of the expanded group,” says Mr Stopka, who anticipates taking increased advantage of FutureSource’s ability to import and manipulate proprietary data.

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Detailed customer service support

At installation, Interactive Data provided extensive software support to Barry Callebaut to optimize the FutureSource platform to its specific needs, such as building the formulas needed to monitor arbitrage opportunities in the cocoa markets. The level of support on offer was one of the key advantages cited by Barry Callebaut.

Benefits

With FutureSource, Barry Callebaut is now able to monitor and analyze more effectively the full range of commodity markets in which it operates, allowing more effective management of price exposures.

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