



QUADRA
COMMODITIES

Flexibility in AgroSirius Helps Quadra Serve Specific Customer Needs

The Geneva based agricultural trading and logistics company Quadra Commodities SA have automated their commodities trading and operations using AgroSirius, facilitating Quadra's ability to cater to a huge variety of customer needs, without needing to deviate from its standard processes.

Founded in 2010, Quadra Commodities SA is a trading company with a compact organization. With only 22 employees handling over 3 million MT per year, Quadra uses its expertise and networks in agricultural commodities markets worldwide to originate and market grains, oilseeds, vegetable oils and sugar.

Processes

Quadra serves a very broad customer base. "Many of our customers are specialized in a specific field, which means that we have to cater to a variety of needs and demands," says Quadra Operations Manager, Annelyse Piaux. "They come to us because we have a very personal approach and we can adapt our service to fit the needs of our customers." This balance between standardized processes and custom demands is the core challenge of Quadra's business. It also sets Quadra apart from other trading companies.

Needed Flexibility

Quadra's customer-centric approach means that the company requires a unique working environment. "The software needs to handle many permutations," explains Project Manager, Kai Ingwersen. Before deploying AgroSirius, Quadra handled all processes manually, using Microsoft Office. While flexible, this approach does have some important drawbacks. Annelyse points out that "there is always the risk of human error, especially when three or four different people have to manually enter the same data."

Finding the right alternative was not an easy task. “Most trading and operations management software is poorly integrated and aimed at one part of our business, but cannot handle the other types of trades and transactions,” she adds. “We needed something flexible, something that could deal with many different types of trades and transactions, which include not only the core grain trading, but also the financing, storage, inventory, risk management and all other relevant processes.” Quadra was also looking for a rich feature list with reports, alarms, tracking, email and more, all tailored to their specific needs.

Selection

The search for a suitable solution began in October 2010. “We looked at five different packages,” Kai recalls. By March 2011, the decision was made to implement AgroSirius. One simple, but principal, demand made this solution stand out significantly from the rest. “We wanted to reduce the number of times we had to key the same information. We should only have to enter any data element once,” Kai says. “Other vendors did not really grasp that concept. Whether it was the delivery date, the quantity or even the vessel name used for transport, there was always something that we had to re-enter multiple times. The developers of AgroSirius understand that this is all part of a single workflow, and so entering data is a one-off affair.”

Quadra also had specific demands regarding the manner in which reports are generated and the application functionality, ranging from the button placement to the data displayed on screen. Kai adds, “We wanted to slice and dice our data, so we needed more analytics. Now we can search by using many different parameters, for example, trader, strategy and profit center. We can also sort the financials as we see fit, whether it is by country, by currency or by something else. This enabled us to use AgroSirius in a more analytical way.”

One-on-One

AgroSirius proved to understand what Quadra needed in all respects, and implemented these modifications within the agreed timelines “They are very responsive,” says Keerthi Vadlamani, Risk Manager at Quadra. “They also catch the functional concepts and how we want to present, view and use these from a business perspective.” Keerthi is also satisfied with what he calls the quick turnaround of the required modifications. AgroSirius is also customer-centric which resulted in “requests being fulfilled immediately.” Kai adds that the AgroSirius engineers were open to the way in which Quadra operates. “Other engineers would just say: 'sure, we can fix that for you,' without telling us exactly how. AgroSirius was very transparent about how they solved issues, thereby demonstrating that they understand what we want.”

“We chose AgroSirius because it fully automates our workflow,” says Kai. “Both the software and its developers are very adaptable. AgroSirius understands our business.” The rich feature list and easy implementation also convinced Quadra of AgroSirius’ added value. “AgroSirius meets 90 percent of our needs out of the box,” Kai says, adding that “other vendors required a large team of engineers for implementing their software. This raised questions amongst us. AgroSirius, however, only needed two engineers to successfully deploy their solution.”