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DTN PORTAL®

CASE STUDY

Co-Alliance LLP

Avon, Indiana

Co-Alliance LLP is a member-owned agricultural supply and marketing operation that delivers innovative solutions for its farmer-members and industry customers. The company specializes in agronomy inputs and services, animal nutrition products, propane, premium fuels, and grain marketing.

Since 2002, Co-Alliance has worked hard to grow into a company that currently handles between 40-50 million bushels of corn and soybeans each year. Co-Alliance employs nearly 350 staff members in several communities across central and northern Indiana.

The company has built a solid reputation for using innovative tools to support the growth and strength of its members, and for meeting the challenges that it and its stakeholders in the agricultural community face.

The challenge

As Co-Alliance expanded the number of its locations and attracted more members, it found that it needed a better way to manage its bids, offers, and corresponding hedge orders — all in a centralized place. It also wanted to keep track of everything by location.

With the need for customization and the sheer volume of offers, Co-Alliance sought an efficient system that would also provide members with timely access to the comprehensive data they needed. Before, customers did not have a convenient way to view all of the possible bids from different locations, or to make and monitor offers and transactions at their convenience. In addition, Co-Alliance was challenged by the amount of time that was required to manage and complete offer transactions.

Overall, Co-Alliance was looking for a solution to address these challenges so it could better serve its customers and lower the unnecessary, non-value-added costs of processing all of the inputs and outputs.

The solution

To help solve these complex challenges, Co-Alliance's management team began offering DTN Portal, a centralized offer deck management system. The solution was created to help companies streamline their offer management processes while providing more services for their customers. The fierce competition between agricultural companies and the volatile marketplace has heightened the need for solutions like DTN Portal.



When Co-Alliance worked with DTN/*The Progressive Farmer* to set up its portal, its employees were impressed with the level of open dialogue with DTN/*The Progressive Farmer's* staff. "There was constant feedback — almost on a daily basis. They would run ideas by us to see how something would work, and how it would integrate into our daily business," said Brett Gick, branch manager, Co-Alliance.

The results

Time saved, increased customer service, and around-the-clock communication are only a few of the benefits that Co-Alliance has gained from using DTN Portal. The company was also able to remedy many of the issues stemming from its challenges.

Before, Co-Alliance did not have the capacity to efficiently maintain individual hedge accounts for every location. DTN Portal provides a system where Co-Alliance is now able to monitor all of the data in real time.

"Each bushel bought goes into a separate hedge account, so it has to be streamlined that way through the whole order process. We need that traceability and DTN/*The Progressive Farmer* was able to provide that for us," said Gick.

Overall, DTN Portal has helped Co-Alliance maintain a system where they can enter offers on behalf of the producer, as well as provide a means so the producers can submit and access their offers at any time, without the need for Co-Alliance's direct involvement.

Gick summed up the benefits for Co-Alliance and its stakeholders by saying, "It is peace of mind for us that everything is all in a centralized gathering point, and everyone has to only look in one spot."

The client's view

"It is peace of mind for us that everything is all in a centralized gathering point, and everyone has to only look in one spot."

Brett Gick, branch manager, Co-Alliance