

Case study

TELF AG

**Trading, hedging and risk management
commodity software solution for copper, raw
materials and refined goods operations**

About Telf AG

Telf AG is a Swiss company specialising in the trading of coal and various petroleum commodities, mainly from Russia and the Commonwealth of Independent States (CSI). This complex business requires precise logistical management in order to optimise profit margins, so Telf AG wanted to implement an integrated solution to manage its business.

“ We wanted to introduce an integrated solution to strengthen our management capabilities, to process information and to reduce the time required to make financial statements available. With Brady’s Fintrade application, we have installed a technologically advanced solution that is well adapted to petroleum commodities trading and meets many of the challenges associated with tracking logistics. ”

- CFO, Telf AG

The challenge

Pierre-Andre Brouze, CFO, Telf AG, explains, “Our business is about ensuring the correct transportation of coal or various petroleum commodities, such as gasoline, fuel oil or gasoil, from various refineries in the CSI to ports for export. We deal with embarkation and reselling. We primarily acquire our commodities in Russia, Belarus, the Ukraine and Kazakhstan, and then we oversee their transportation to ports located in the Black Sea, the Russian Far East or the Baltic Sea. The challenge for Telf AG was to integrate logistical constraints into its information system.”

The company had experimented with a number of other solutions but the highly complex nature of the petroleum industry proved to be an obstacle to the success of these various projects. Pierre-Andre Brouze continues, “We installed a package that, although integrated, was not satisfactorily completed - we were forced to abandon the project. Then, we thought about developing something in-house, but that turned out to be too complicated and time consuming, in spite of the cost advantages associated with potentially locating our IT department in Russia.

Why Brady

The use of Brady's Fintrade, Finaccount and Fincom suite of applications enables businesses to rationalise and drive their daily business so that they can:



Improve profitability

Timely access to accurate and consistent information supports the informed decision making needed to capitalise on evolving market opportunities and optimise margins.



Minimise costs

Provide the tools to identify the most cost-effective way to finance activities and closely align revenue and associated costs to ensure tight fiscal control.



Reduce risk

Enable businesses to proactively track, measure, evaluate and manage trading positions in order to minimise associated risks.



Strengthen business relationships

Enhanced contact and communications management enable the depth and breadth of customer and partner relations to be proactively enhanced and expanded.



Increase productivity

Streamlined processes and centralised data, document and communication capture and retrieval help to maximise efficiency, save time and resources, and reduce errors.



Ensure compliance

Advanced deal tracking, auditing facilities and sophisticated reporting tools help improve regulatory/accounting compliance and business control.

Brady's suite of fully compatible and proven solutions is also easy to use and removes much of the risk associated with in-house or bespoke trading solutions - minimising costs and complexity, increasing reliability, scalability and security and simplifying ongoing maintenance and enhancements.

By implementing a trading and logistics management solution that is adapted to the unique characteristics of its business, Telf AG has been able to create an efficient, shared information database that also takes into consideration the very specific constraints associated with coal and petroleum commodities trading. As a result, all teams involved in a transaction can track costs and transactions and check trading volume and profit margins at a glance.

“ We really appreciated the reactivity and availability of Brady's teams. In addition, one of the group's strong points is its consulting team. They're not just IT specialists but people who speak the same language as us and who understand our business. ”

- CFO, Telf AG

About BRADY

Brady PLC is the largest independent provider of trading and risk management software to the global commodity markets, with a leading expertise in metals. Our mission is to support you to trade and manage commodities more profitably.

Each year, businesses around the world depend on Brady systems to transact trillions of USD worth of trades. With 30 years of expertise in commodity markets and more than 10,000 users at over 200 companies worldwide, our software solutions are relied upon to deliver mission critical business transactions across global operations.

For commodities, we offer solutions for end-to-end trading, life cycle management of derivatives, physicals, raw materials, concentrates, base and precious metals. We provide hedging and risk management, logistics and inventory management, accounting and finance solutions.

With a work force of ex traders and metals industry experts, you can rely on our wealth of experience and deep industry knowledge to derive the best value from our commodity trading and risk management systems.

Speak to a Brady Metals Expert today and discover how Brady's software suite can support your commodity trading activity.

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