

DAY 2

LDC's enterprise management solution for the back office and beyond

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LDC`s Enterprise Management Solutions for the Back Office (and Beyond)

Presenters:

A. Louis Dreyfus Company (LDC)

- Huy LE: Head of Back Office Solutions
- Carmelo FIANNACA: Head of Descriptive Analytics, Risk & Compliance

B. ZE PowerGroup Inc. (ZE)

- Ian GORDON: Director of Business Development, European Markets

About Louis Dreyfus Company

VALUE CHAIN PLATFORMS



Oilseeds



Grains



Freight



Juice



Global
Markets

MERCHANDIZING PLATFORMS



Cotton



Coffee



Sugar



Rice



Dairy

LDC.
Louis Dreyfus Company

About Louis Dreyfus Company



Our strategic asset network spans the whole value chain. We leverage our assets at various stages to support customers by getting the right product to the right location, at the right time, no matter how challenging the environment



Originate & Produce

We share our expertise with farmers and producers worldwide, be it through partnerships or our Origination network

Our commitments include investing to secure long-term origination and guarantee service to customers.



Process & Refine

Once harvested, we process and refine the finest quality raw materials, in a sustainable manner.

We control quality and supply products to our value chain network. Our strategically located asset base maximizes our capability to respond to changing demand.



Store & Transport

We efficiently manage movements across the value chain.

Our network of silos, warehouses, transloading facilities and ports allows us to control costs and mitigate risks throughout the process.



Research & Merchandize

All platforms and regions rely on our market knowledge to ensure responsive supply.

Our teams research every aspect of the products in our value chain: from environmental conditions and weather to economic developments and consumption trends.



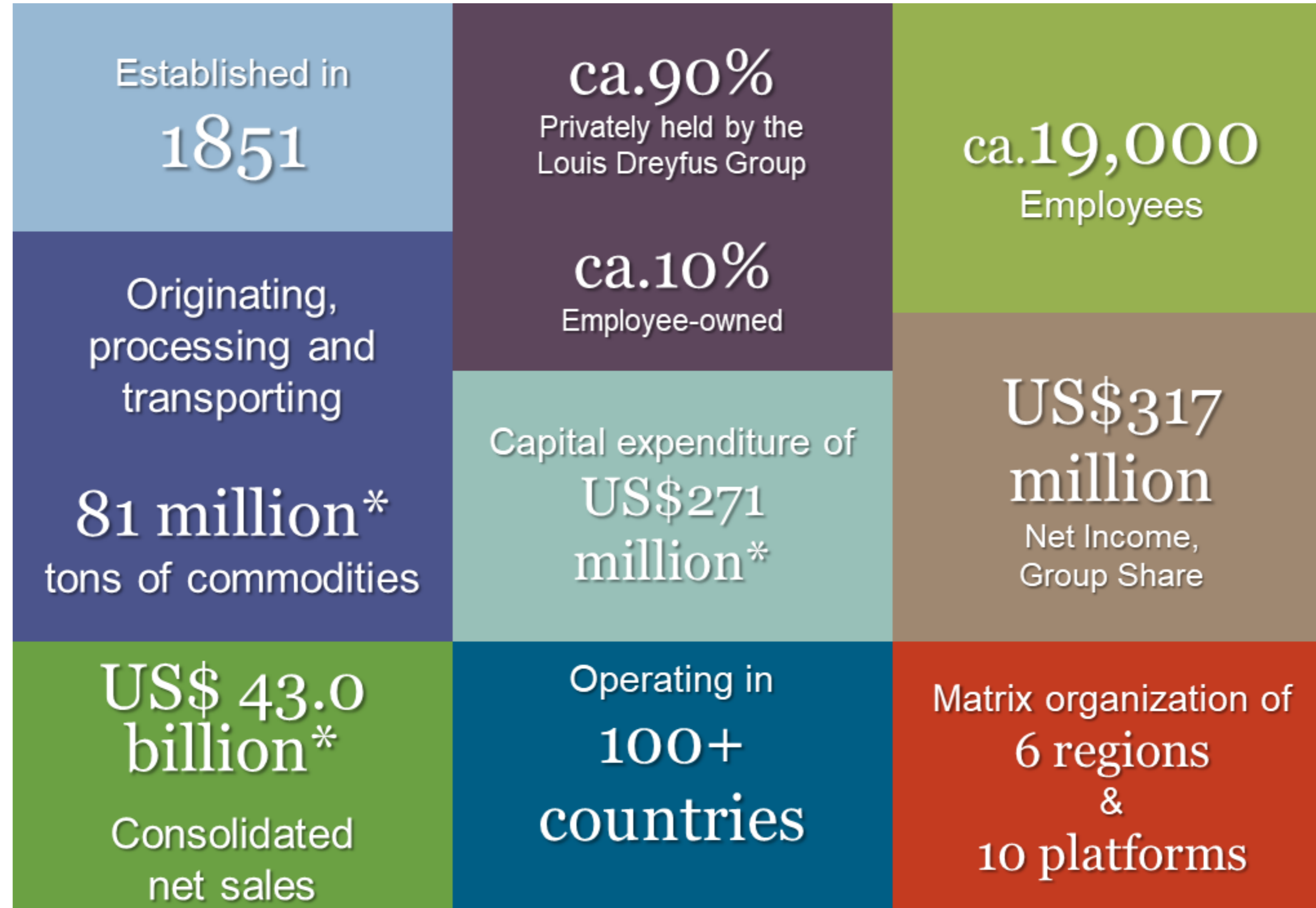
Customize & Distribute

We supply products to a range of customers from multinationals to local manufacturers.

Packaged frozen orange juice, dairy products, rice, vegetable oil and sugar are part of our diversified portfolio.



About Louis Dreyfus Company



Why change ?

THE CONCERNS

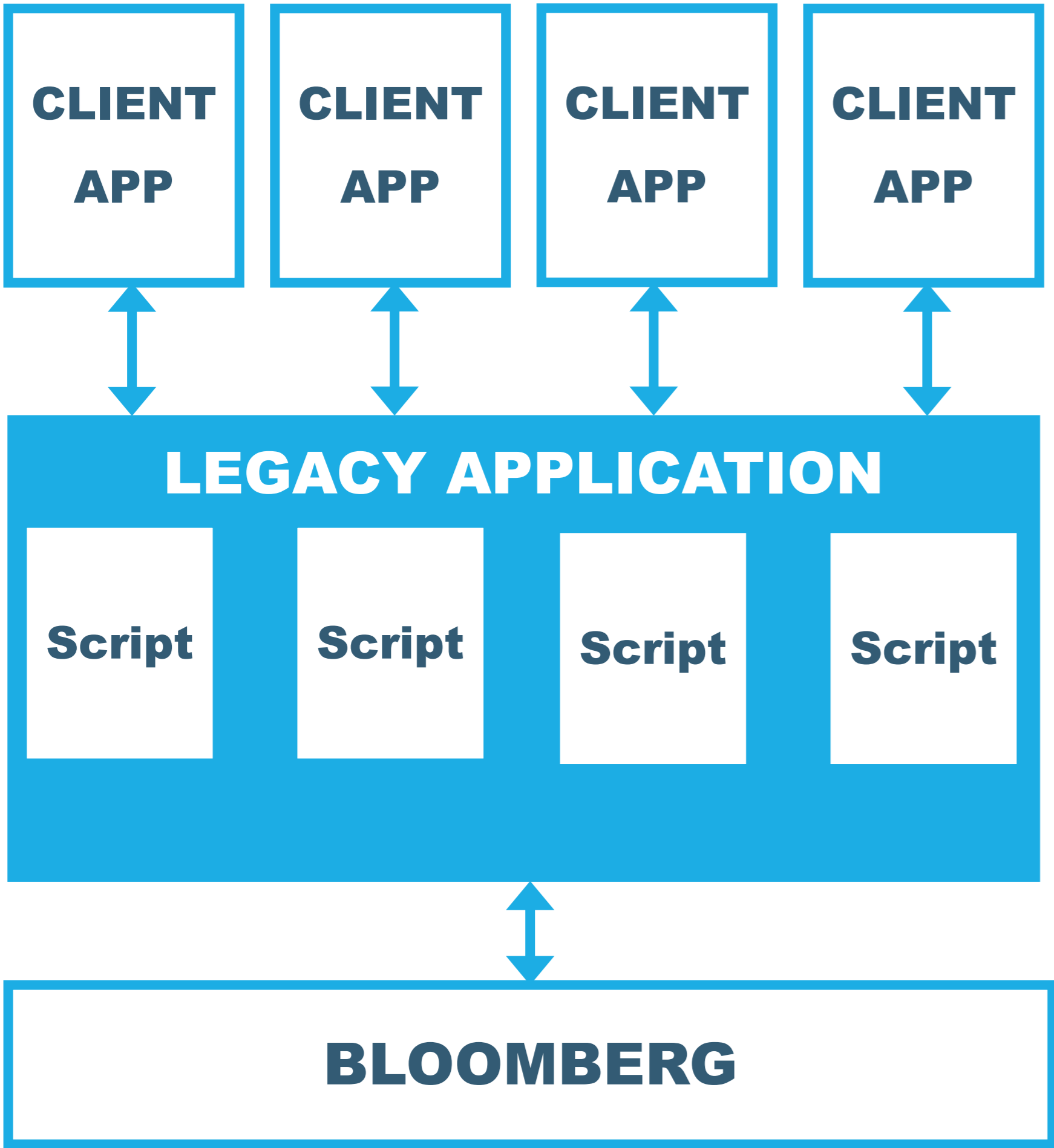
In-House Development
‘Mille-feuille’ scripts
Unstable / Ageing technology
No flexibility / Domino effect
Functional inconsistencies
across applications

OUR INTENT

Rely on external specialized software
Implement middleware & API technology
Provide a single source of truth for the whole Company
Extend from Forex to other market data
Allow Bloomberg cost optimization

Our ambition : a complete change of paradigm

Historically

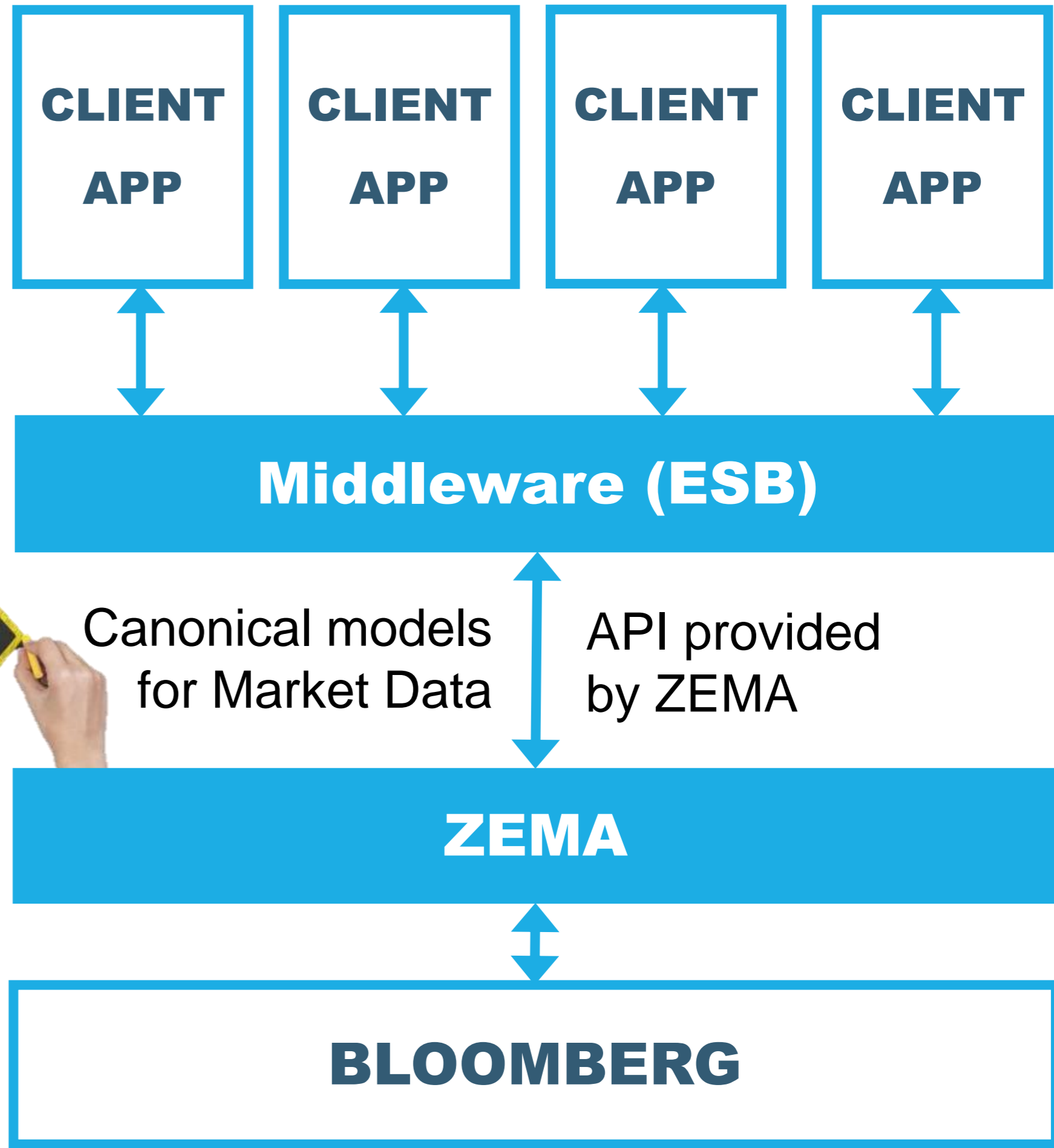


Front-Offices
of each Business Lines

Back-Offices
(Treasury, Accounting,
Consolidation)



Ambition



The pitfalls we fell into / some advice

1

ALIGN THE TRUTH

We decided to create a single source of truth with ZEMA – but what is the truth ?

We had to take time to design a **Group Price List**, gather feedback, align regions, and have the Final stamp

2

THINK BIG THINK SOA

In scattered landscapes, scalability will be possible only if you build an **Service-Oriented-Architecture** : ESB middleware, API, canonical data model

End game is to provide Market Data as a service

2

NEGOTIATE WITH YOUR INTERNAL CLIENTS

Our historical clients did not want to change – they wanted to us to build the exact legacy format in ZEMA – which we (unfortunately) did for each of them

Applications consuming Market Data shall adapt to the Canonical Data model

Areas where ZE cannot help you so you're in charge 😊



The Truth about ZEMA

1

Connecting a new source is a matter of days

But you can't do it yourself and have to wait for ZE

2

They are small compared to the software vendors we are used to

But they are reactive and constantly improving / listening to clients

3

ZE Project Team strictly limit their scope to ZEMA solution, not on your target architecture nor processes

But this is a good occasion for you to embark Enterprise Architecture team (or become one)

3

Solution is very complete and bring a lot of functionalities, rather than just data collection

But you need to dedicate resources to deep-dive and learn how to set it up / maintain it



Solution Overview

INTERNAL DATA

Client Specific or Proprietary Data Feeds/Sources



EXTERNAL DATA

10,000+ Data Feeds | 1,000+ Data Sources



COLLECTION



ANALYSIS



TRANSFORMATION



INTEGRATION



ERP



Custom Apps



BI Tools



SQL Tools



Trade & Risk



Billing &
Invoicing



Settlements



Analysis tools



3rd Party Integrations





Questions & Answers



Data. We Get It.

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