



The DTN Portal

One Product... Many Solutions

The DTN Portal

Today's Environment Makes it Difficult to Manage Offers

- Increased market volatility
- Frequent Basis changes affecting Cash Offers
- Multiple commodities
- Un-hedge-able quantities
- Multiple locations
- Too much time spent manually monitoring offers
- Too easy to miss offers and opportunities
- Producers requiring more service, tools and convenience
- Needing to do more with less



Time to retire the static spreadsheet and yellow sticky notes?

The DTN Portal

The Solution for Today's Environment

■ Increase level of management with decreased effort

- Centralized Bid & Offer Management System
(automatically monitors 100% of your buy/sell offers for you)
- Private Branded Portal serves 100% of your customers who use your Web Site
(display prices privately or publicly)
- Bid sheet upload and enhanced alerts reduces management time and errors

■ Reduce Costs and Improve Margins

- Handle any sized offer quantity and commodity, including feed, fuel & fertilizer
- Reduce margin slippage and missed opportunities
- Required Futures price for pending Cash Offers is synchronized with website basis changes

■ Connect and communicate with more customers

- More service and convenience for more customers with fewer resources, 24/7
- Better communication via email and mobile alerts
- Complete records of all transactions, offers and delivery commitments

Why others are using the DTN Portal

- ... **helping Producers** market grain in the **upper 30% of the price range** requires the use of Target Offers, which **requires an offer management tool**
- ... needed a **central location for all of their offers**. ...allows one person to monitor and manage them at all times to help **reduce hedging risk**.
- ... needed an **information trail** to assure all elevator risk and producer satisfaction is met.
- ... needed a solution to help them **better serve their customers**, while **enhancing grain merchandising** operations.
- ... give our producers the opportunity to **market their crops and purchase inputs when it is convenient for them**, rather than for us.

Agribusiness view of DTN Portal

“...recommend to other elevators.”

“...has built an even stronger relationship between the elevator and the producer.”

Joel Doble, Grain Merchandiser, North Central Cooperative

“...has given us the ability to centralize our location’s offers for better control of hedging risk and reduce slippage.”

“... helps contribute to our bottom line.”

Bryan Shimp, Originator, Pro Cooperative

“...has proved to be a great convenience for us and for our producers.”

“...technology that helps us serve the needs of the most important people in our operation — our producers!”

Kirsten Rabbe, Vice President, Rabbe Grain Co.

Producer View of DTN Portal

“We are farming in the 21st century and selling grain online just makes sense.”

“... it is all about convenience.”

“... on the computer often enough that it made good sense to sell my grain online.”

“... also leaves a nice paper trail for documentation purposes.”

Mark Philips, 38, from Akron, IA

“... selling grain online seemed like a natural progression.”

“... majority of my offers were made at night or during the weekends when I knew I would not be able to reach anyone at the elevator.”



Dennis Miller, 59, from Wheatland, ND

Increased Management, Decreased Effort

Manage Volatile Markets








- Use **spreadsheet upload** feature to efficiently set prices and post bids
- Expand customer service** with 24/7 documentation access to their Offers and Delivery commitments
- Privately communicate basis bids** and premium programs to select customers (zone bidding)
- Extend your origination** reach quickly and effectively
- Automatically** manages and updates the futures required for Pending Cash Offers, when the basis is changed on the Bid Page

Cash Bids Price Matrix

◊ - Mouse over for last update.
All quotes are delayed snapshots.
Click here for info on Exchange delays
 Use the  and  buttons to change all prices by the selected increment.


Commodity: View/Edit:

Change All Prices By \pm

Delivery Ending						Action
	12/31/08	1/31/09	2/28/09	3/31/09	10/31/09	
 Loc A	-0.2200	-0.3500	-0.3200	-0.3000	-0.5000	Edit Contracts
 Loc B	-0.2000	-0.3000	-0.2800	-0.2600	-0.5000	Edit Contracts


Upload Cash Prices

[Publish Cash Bids](#) [Cash Bids Price Matrix](#) [Cash Bid Preferences](#)

 Upload a properly formatted CSV file to update any or all of your basis or cash bids. Download the [example file](#) to see all of your current basis or cash bids in the proper format. If you have an existing spreadsheet with your bids, you can use it to create a properly formatted CSV file that you can upload.

Upload CSV File

 [Download example file](#)

 After you upload your file, the Results will be shown here to notify you of any issues. The History keeps your last 5 uploaded files for documentation.

Multiple ways to post bids while capturing offers online 24/7

Increased Management, Decreased Effort

Optimize Key Merchandising & Origination Tasks

- Centralize all buy/sell offers in real-time with one management tool – by web, phone, in-person
- Multiple Authorization levels allow you to assign employees with different administrative duties and access
- Instantly view the Futures needed or the Basis needed to ‘Hit’ a Cash Offer
- Real-time alerts when offers ‘hit the money’
- Reinforce accuracy with comprehensive documentation
- Increase Efficiency with integration into your Accounting Package

Attention
 1 New User Request
 1 Incoming Offer
 2 Offers Expiring Soon

 15 Minutes

TELVENT Hosting Solutions Offer Search:

Grain Company of America April 4, 2010 10:09 PM

Main Menu | View Home Page | User Guide | FAQs | Support

Location: All Offers To: Buy DTN Portal Dashboard Export Offers

Preferences Communication Enter Producer Offer Tools Help

Incoming DTN Marketspace Offers

Commodity	DTN Producer	# Units	Cash	Futures	Basis	To Hit	Delivery	Location	Action
No offers.									
Incoming Producer Offers									
Commodity	Name	# Units	Cash	Futures	Basis	To Hit	Delivery	Location	Action
Corn	Johns	2,300	\$3,500	\$3,950	\$-0.0775	\$0.3225	May 31 10	Omaha	
Pending Offers									
Commodity	Name	# Units	Cash	Futures	Basis	To Hit	Delivery	Location	Action
Corn	Tolben	5	\$3,1100	\$3,4600	\$-0.3525	\$0.0000	Apr 15 10	Demoville	
Corn	Barnes	15	\$3,2300	\$3,5800	\$-0.3450	\$0.0000	Jun 30 10	Demoville	
Corn	Kenz	100,000	-	-	\$-0.4000		Oct 31 10	Omaha	
Corn	Johns	2,500	\$3,7500	\$4,1000	\$-0.0375	\$0.3125	Oct 31 10	Demoville	
Corn	Doe	100	\$3,6000	\$3,9500	\$0.0250	\$0.3750	Jun 30 10	Demoville	
Corn	Tolben	1,000	\$3,5000	\$3,8500	\$0.0375	\$0.3875	Apr 15 10	Demoville	
Corn	Kenz	5,000	\$3,7500	\$4,1000	\$0.1750	\$0.5250	May 31 10	Demoville	
Corn	Brown	1,500	\$3,7500	\$4,1000	\$0.1750	\$0.5250	May 27 10	Demoville	

Accepted Offers							Outgoing Counter Offers						
Commodity	Name	# Units	Price	Delivery By	Location	Accepted	Commodity	Name	# Units	Price	Delivery	Location	Action
Corn	Tolben	2	\$3,1075	Apr 15 10	Demoville	Apr 4 10	No offers.						
Corn	Johns	1	\$3,1150	Apr 15 10	Demoville	Apr 4 10							

Total Bought				Outgoing Private Bids				
Commodity	Type	# Units Bought	Average Price	Commodity	# Units	Price	Location	Expires
Corn	Cash	3	\$3.11	No offers.				
Corn	Total Units	3	-					

Total Sold				Expired, Withdrawn and Declined Offers					
Commodity	Type	# Units Sold	Average Price	Commodity	Name	# Units	Price	Location	Expires
Nothing sold today.				Corn	Kenz	1,000	\$3,9900	F Omaha	Mar 31 10

Centralize all offers and manage slippage

Reduce Costs/Improve Margins

Increase Efficiencies and Service

- **Quickly and easily create Offer** since most of the data will self populate
- **Select Offer Type** if different than 'Cash'
- **Enter Quantity**
- **Set Offer Price**
 - Field will display current posted price of delivery period and offer type selected
- **Set Expiration**
 - Default is 7 days from the day that the offer is being submitted
- **Submit for Confirmation**

Make an Offer - Windows Internet Explorer

Contract Details

Location	Demoville
Commodity	Corn
Price	3.4375
Delivery	Between Oct 1, 10 and Oct 31, 10
Last Modified	3:54 PM on 4/6/10

Futures

Name	Sym	Prev	Open	High	Low	Last Chg	Trade
CORN	Dec 10	@COZ	3812	3810	3844	3766	3786 -24 1:40P Apr 09

All quotes are delayed snapshots
Click here for info on Exchange delays

Offer Entry (Step 1 of 2)

Commodity: Corn

Buy or Sell:

Offer Type:

Quantity & Price: Bushels at

Delivery: BETWEEN AND

Delivery Method:

Expiration:

Contact 1:

Contact 2:

Comments: Created by Site Administrator.

Terms and Conditions:

The Terms & Conditions you create in the **Preferences** section will appear here and when a customer submits an offer from your website they will need to check the box, thus agreeing to your terms and conditions.

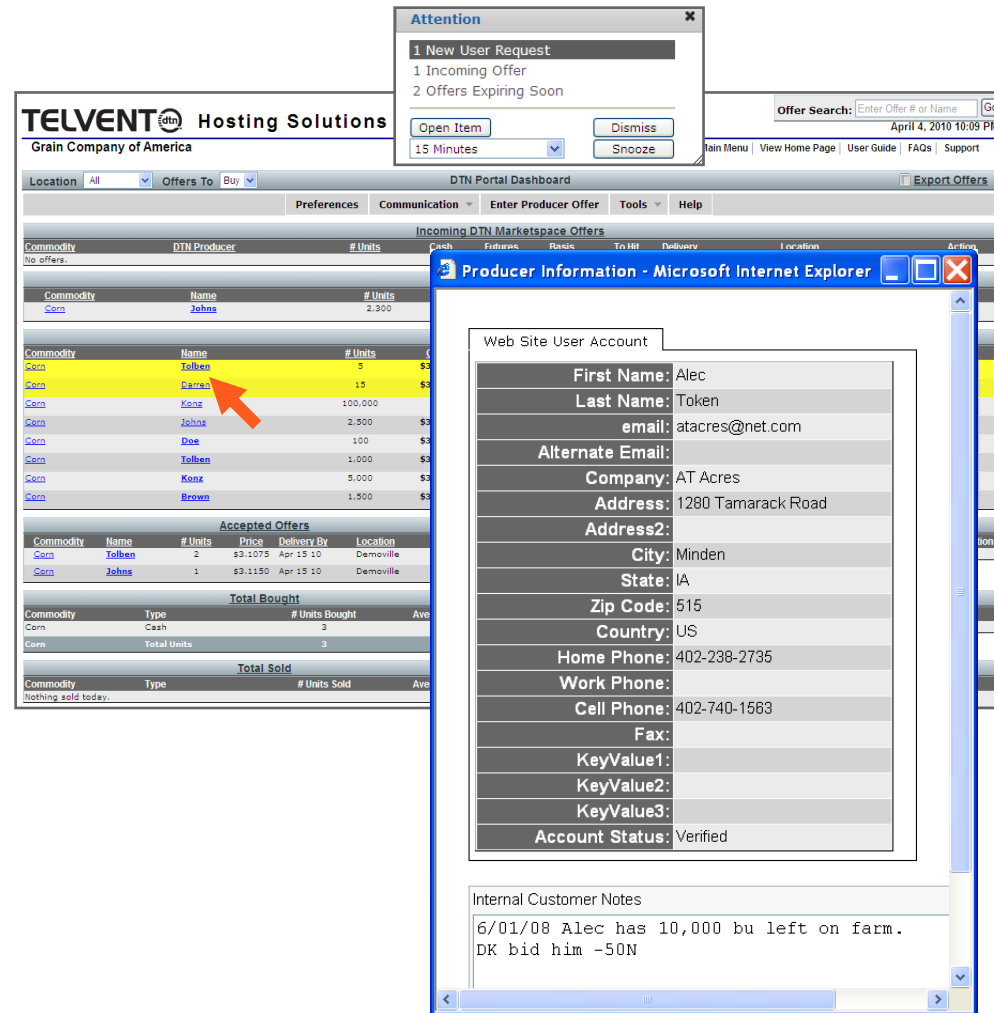
Since you created the Terms & Conditions, and you are entering the offer on behalf of the producer, we will check the box on your behalf, thus eliminating a step for you.

Check this box to acknowledge your have read, understood, and are in agreement in the terms and conditions described above.

Reduce Costs/Improve Margins

Increase Efficiencies and Service

- Quickly create new accounts 'on the fly'
- Easily identify offers you enter on the Producers behalf versus the ones they submit themselves
- Access Producer Information by clicking their name and follow up on additional opportunities & plans
- Internal Customer Notes allows easy input of conversations and keeps all the merchandisers up to speed on each account
- Ability to adjust any aspect of an offer



Attention

- 1 New User Request
- 1 Incoming Offer
- 2 Offers Expiring Soon

Open Item | Dismiss | 15 Minutes | Snooze

TELVENT DTN Hosting Solutions
Grain Company of America

Location: All | Offers To: Buy | DTN Portal Dashboard | Export Offers

Preferences | Communication | Enter Producer Offer | Tools | Help

Incoming DTN Marketspace Offers

Commodity	DTN Producer	# Units	Cash	Futures	Basis	To Hit	Delivery	Location	Action
No offers.									
Commodity	Name	# Units							
Corn	Johas	2,300							
Commodity	Name	# Units							
Corn	Tolben	5	\$3						
Corn	Konze	15	\$3						
Corn	Konze	100,000							
Corn	Johas	2,500	\$3						
Corn	Doe	100	\$3						
Corn	Tolben	1,000	\$3						
Corn	Konze	5,000	\$3						
Corn	Brown	1,500	\$3						

Accepted Offers

Commodity	Name	# Units	Price	Delivery By	Location
Corn	Tolben	2	\$3.1075	Apr 15 10	Demoville
Corn	Johas	1	\$3.1150	Apr 15 10	Demoville

Total Bought

Commodity	Type	# Units Bought	Ave
Corn	Cash	3	
Corn	Total Units	3	

Total Sold

Commodity	Type	# Units Sold	Ave
Nothing sold today.			

Producer Information - Microsoft Internet Explorer

Web Site User Account

- First Name: Alec
- Last Name: Token
- email: atacres@net.com
- Alternate Email:
- Company: AT Acres
- Address: 1280 Tamarack Road
- Address2:
- City: Minden
- State: IA
- Zip Code: 515
- Country: US
- Home Phone: 402-238-2735
- Work Phone:
- Cell Phone: 402-740-1563
- Fax:
- KeyValue1:
- KeyValue2:
- KeyValue3:
- Account Status: Verified

Internal Customer Notes

6/01/08 Alec has 10,000 bu left on farm.
DK bid him -50N

Connect & Communicate with Customers

Gain Competitive Advantage


- **Enhance service and communication** with producers by providing a way for them to view bids, submit and track their grain offers and contracts, 24/7.
- Most **Producers view your bids online** after hours
- This is when they **read market commentaries** and **make marketing decisions**
- DTN Portal provides them with a tool that **allows them to initiate a conversation** with you when it is **convenient for them**
- Allows you to **follow up** when it is **convenient for you** via electronically and/or by phone to increase possible opportunities
- **Quickly and easily follow up with the Producers** by simply clicking their name for their contact information and notes
- **Minimize counter party risk** with complete electronic confirmations and documentation

Connect & Communicate with Customers

Improve Customer Service and Build Loyalty

- **24/7 Storefront** - Customers make offers when its convenient
- **Increased communication** with emails and text message alerts
- **Convenient records** of offers and delivery commitments accessed by your customers
- **Privately communicate** bids and premium programs to select customers (zone bidding)
- **Free account access** for all customers, whether they want to make transactions, or just view their phone in offers, online

ABC Agri-Services Online Offer Center Powered by DTN Marketspace™

Don Konz (don.konz@dtn.com) 

Location:

[Corn](#) | [Soybeans](#) | [HRW Wheat](#)
[Show All Commodities](#)

CORN USDA has adjusted the calculations of LDP data.
[Click here for more information.](#)

Delivery	Contract	Futures	Change	Basis	Cash Price	Action
Jun 30, 2009	@CSN	4434S	-0.4	-0.2700	4,1650	Make Offer
Jul 31, 2009	@CSN	4434S	-0.4	-0.2400	4,1950	Make Offer
Aug 31, 2009	@CSU	4530S	-1.0	-0.2800	4,2400	Make Offer

Private Offers Top

ID	Commodity	Location	Delivery By	Price	# Units	Expires	Action
No private cash bid offers.							

Incoming Open Offers (Need Response) Top

ID	Commodity	Location	Type	By	Price	* # Units	Status	Expires	Action
No Incoming Open Offers (Need Response)									

Open Offers Top

ID	Commodity	Location	Type	By	Price	* # Units	Status	Expires	Action
254184	Corn	Main Location	Sell	Oct 15	\$5.0000	E 3,500 Bu	AC	Sep 30 7:00 AM	
320644	Corn	Main Location	Sell	Oct 31	\$4.5500	Q 1,000 Bu	AC	Oct 30 9:00 AM	
324429	Corn	Main Location	Sell	Oct 31	\$4.6500	E 5,000 Bu	AC	Oct 30 2:00 PM	

Closed Offers Top

ID	Commodity	Location	Type	By	Price	* # Units	Status	Expires	Action
326029	DDGS	Big A	Buy	Jun 30	\$140.0000	Q 26 To	A	Jun 29 2:00 PM	
328574	Diesel	Ethanol Fuel	Buy	Dec 30	\$1.7500	Q 1,000 Ga	A	Jun 30 5:00 PM	
330429	NH3 - 82%N	Fertilizer	Buy	Dec 31	\$450.0000	Q 10 To	A	Jun 14 7:00 PM	
234474	Corn	Main Location	Sell	Oct 31	\$3.4600	Q 3,500 Bu	A	Dec 8 3:00 PM	


Easy to use interface for customers


Connect & Communicate with Customers

Use to Market Feedstuffs, Fuel & Fertilizer

- **24/7 Storefront** - Customers can communicate input needs when convenient
- **Increased communication** with emails and text message alerts
- **Convenient records** of offers and commitments accessed by your customers
- **Ability to privately post prices** and premium programs to select customers
- **Free account access** for all customers, whether they want to make transactions, or just view their phone in offers, online

ABC Agri-Services Online Offer Center Powered by DTN Marketspace™

Don Konz (don.konz@dtn.com) 

Location: 

[MAP](#) | [Urea](#) | [28% UAN](#) | [NH3 - 82%N](#)
[Show All Commodities](#)

NH3 - 82%N USDA has adjusted the calculations of LDP data. [Click here for more information.](#)

Delivery	Cash Price	Action
Summer Delivery	550.00	Make Offer
Fall Delivery	450.00	Make Offer
Spring Delivery	550.00	Make Offer




Private Offers [Top](#)

ID	Commodity	Location	Delivery By	Price	# Units	Expires	Action
No private cash bid offers.							





Incoming Open Offers (Need Response) [Top](#)

ID	Commodity	Location	Type	By	Price	# Units	Status	Expires	Action
No Incoming Open Offers (Need Response)									

Open Offers [Top](#)

ID	Commodity	Location	Type	By	Price	# Units	Status	Expires	Action
254164	Corn	Main Location	Sell	Oct 15	\$5.0000	E 3,500 Bu	AC	Sep 30 7:00 AM	
320644	Corn	Main Location	Sell	Oct 31	\$4.5500	C 1,000 Bu	AC	Oct 30 9:00 AM	
324429	Corn	Main Location	Sell	Oct 31	\$4.6500	E 5,000 Bu	AC	Oct 30 2:00 PM	

Closed Offers [Top](#)

ID	Commodity	Location	Type	By	Price	# Units	Status	Expires	Action
326029	DDGS	Big A Ethanol	Buy	Jun 30	\$140.0000	C 26 To	A	Jun 29 2:00 PM	
328574	Diesel	Fuel	Buy	Dec 30	\$1.7500	C 1,000 Ga	A	Jun 30 5:00 PM	
330429	NH3 - 82%N	Fertilizer	Buy	Dec 31	\$450.0000	C 10 To	A	Jun 14 7:00 PM	
234474	Corn	Main Location	Sell	Oct 31	\$3.4600	C 3,500 Bu	A	Dec 8 3:00 PM	

Easy to use interface for customers

DTN Portal Adoption

Why Do Users Like It?

- It's easy to use, saves time and reduces risk
- Works after hours – when producers are viewing bids and making marketing plans
- Convenient communication via email and mobile message – increases service and communication
- Complete records to track open and closed sales, purchases and delivery obligations

Rapidly Developing Network of Portals and Producers

- Since 2007
 - Over 1,050 portal origination points
 - Over 25,000 registered producers
 - Currently, over 500,000 bushels entered daily



The
PROGRESSIVE
FARMER.

A TELVENT Brand



Thank you



Appendix

DTN Portal Pricing Plans

1st Option - Monthly Pricing Model

- Pay more up front, but less transactional
- \$300/mo + \$50/add'l loc
- \$.0025/bu after first 1 mill bushels of Accepted producer entered online offers per year
- Commodities based in tons will be priced at \$.10/ton
- Commodities based in gallons will be priced at \$.001/gallon
- \$1000 initiation fee for 1 year agreement, reduced to \$500 in exchange for a Press Release produced by DTN and approved by Agribusiness
- Integration Service (ie. AgVantage Software) \$50/mo

2nd Option – Transactional Only Pricing Model

- Pay as you go
- \$.0075/bu on all Accepted producer entered online offers
- Commodities based in tons will be priced at \$.25/ton
- Commodities based in gallons will be priced at \$.0025/gallon
- \$1000 initiation fee (Non waive-able)
- Agree to a Press Release that DTN will produce and Agribusiness will be allowed to approve
- Integration Service (ie. AgVantage Software) \$50/mo

Agribusiness will be allowed to switch payment plans