



CASE STUDY

Empowering LPG Trading with ENTRADE®

ABOUT OUR CLIENT

Headquartered in Nanjing, China, our client is the country's largest importer of liquified petroleum gas (LPG). With operations spanning across trading, logistics, and inventory management, they aim to become the leading comprehensive alkane resources operator in Eastern China.

Their rapid growth necessitated a modern, integrated solution to unify their operations and support their vision for market leadership.

THE PURPOSE OF THE PROJECT

Initially, the client relied on rudimentary systems, primarily based on Microsoft Excel, to track their trading activities. These systems lacked the ability to consolidate data across trading, operations, logistics, and accounting teams, creating silos that hindered efficiency and collaboration.

As the company experienced rapid growth, it became clear their existing approach would not scale. They needed a robust Energy Trading Risk Management (ETRM) solution that could integrate trading, operations, shipping, and inventory management. The ideal system also required interfaces to synchronize trading and payment data with their accounting platform and support straight-through processing (STP) for paper trading activities on exchanges like ICE and CME.

After evaluating several leading ETRM vendors through in-depth demonstrations, the client selected ENTRADE® for its comprehensive capabilities and scalability.

LEADING THE WAY WITH ENTRADE®

ENTRADE® stood out as the ideal solution, unifying LPG trading operations with its flexibility and rapid deployment capabilities.

By consolidating physical and paper trading, logistics, and inventory management, ENTRADE® streamlined operations and positioned the client for future growth.

The client chose ENTRADE® for its ability to meet their unique requirements:

- Comprehensive features tailored to LPG business needs, including physical and paper trading, freight, and logistics.
- Rapid deployment with out-of-the-box support for ICE and SMTP interfaces.
- Extendable architecture allowing integration with accounting systems and future customization.
- Affordable pricing combined with a responsive service team and accommodating management.

THE RESULTS

The Enuit team delivered a seamless implementation tailored to the client's needs. A customized interface was developed to integrate with the client's accounting system, while additional features were incorporated directly into ENTRADE®'s core platform.

At the client's request, several customized columns were added to forms and reports, enriching trading records and ensuring teams had access to detailed, accurate data. These enhancements empowered the client to streamline their workflows, reduce manual errors, and improve coordination across departments.

Today, the client operates on an integrated platform that supports their trading, logistics, and accounting teams with consolidated, real-time data. ENTRADE® has provided the scalability and functionality needed to keep pace with the client's rapid growth, empowering them to continue their expansion as a leader in the LPG market. With ENTRADE® at the core of their operations, the client is well-positioned to achieve their long-term goals.