



## Our customers embrace digital trends but they face their own challenges

Increasingly, suppliers and exporters of commodities worldwide are embracing a digital-first channel approach for their customers, in the hopes of improving efficiencies and offering a better trade experience to their customers. Before they meet Nui, our customers all face the same challenges.

- 1 **Inefficient** trade process
- 2 Poor **price discovery**
- 3 Counterparty **risk** and lack of **trust**
- 4 Onerous **working capital** requirements
- 5 Poor global **market access** for smaller players

As customers try to address these problems, they often first try to develop their digital solution, but **the large cost presents a major barrier to entry.**

They also modify generic e-commerce marketplace tools (Shopify, Adobe Magento). Still, **the setup process is complex, and the solution is not tailored precisely to commodity traders' needs.**