









We've created a robust platform for B2B commodity trading

Since 2016, we have refined our B2B commodity trading platform to create a compelling value proposition. Today, our strength lies in the following aspects:

 Enabling digital transformation	 Increasing trade efficiency	 Increasing trade effectiveness	 Allowing price discovery	 Improving price transparency	 Enabling better price achievement for all parties (w. reduced negotiation tension)	 Improving customer Service (w. increased contact & engagement)	 Focusing on customer centricity
<p>We're not just a SaaS provider, we enable change.</p> <p>We work alongside new customers to understand their commercial objectives and to guide them on operating the right digital channel to maximise their business outcomes.</p>	<p>Processes that previously took days, or were just not feasible, now seamlessly happen with a click of a button.</p>	<p>Our tender module trade process gives buyers a view of upcoming offers & affords them time to formulate their buy strategy, ready to execute in a few short minutes.</p> <p>Milk Specialties buyers now reach out directly to sellers if they need products that are not listed.</p>	<p>Producers often believe they know the price customers are willing to pay.</p> <p>This year, both Hilmar cheese & Milk Specialties have found that if an offer is put to many customers simultaneously, a true market price is determined - and with the competition, that price regularly delights our sellers.</p>	<p>When all parties have visibility of the market price, buyers/sellers can immediately accept a trade.</p> <p>A lower price than expected was traded with the launch of Hilmar's Grade A cheese tenders.</p> <p>The next day the CME index that US Dairy rely on fell to an even lower price - giving even greater confidence that a Nui platform sets a true market price.</p>	<p>Recently, Valio achieved the highest price for butter in Europe for many months - both buyer & seller were happy with the price because the tender process showed the demand for the product at that price.</p>	<p>Taking time-consuming admin tasks away from salespeople allows them to focus on their customers and improve their service.</p> <p>In addition, seeing who views your orders and other platform activities gives our sellers insights into customer buy activity.</p>	<p>Our design principles of simplicity, flexibility and resilience are at the heart of what we do.</p> <p>Providing a platform that is intuitive for end-users yet customised to the unique needs of the sector or business is essential for success with online commodity trading.</p>