

Case Study

Seaboard Overseas & Trading Ltd

Modernizing Global Ags Trading with Fusion CTRM

Why Fendahl?

Fendahl's Fusion Has:

- ✓ **Flexibility:** Tailors Easily To Evolving Business Models And Counterparties
- ✓ **Affordability:** Lower Cost Of Ownership With Modern Tech Stack And Streamlined Integration
- ✓ **Automation:** Replaced Costly Manual Processes With Systemdriven Efficiency
- ✓ **Domain Expertise:** Deep Understanding Of Ags Trading And Seaboard's Needs
- ✓ **Long-Term Partnership:** A Vendor Committed To Agile Evolution And Support

“Fusion Is A Flexible And Modern CTRM System That Supports The Way We Do Business. We Believe That Partnering With Fendahl Will Help Us To Continue Growing Our Business Profitably For Years To Come”

Gail Cummings, Executive
Vice President, Seaboard Overseas Ltd

Key Success Factors

- 1 Rapid Data Migration**
Proprietary Tools
Minimized Downtime
And Data Loss
- 2 Process Re-Engineer**
Fendahl Expert Guidance
Introduced Best Practices
To Streamline Operations
- 3 Collaborative Approach**
A Tight Partnership
Between Teams Ensured
Alignment And Agility

“We Are Very Happy With Our New Fusion CTRM Solution And The Performance Of The Fendahl Professional Services Team. Fendahl Have Been A Reliable And Responsive Partner Throughout The Implementation”

Sandy McKelvie, Project Director,
Seaboard Overseas Ltd

Problem

A Legacy System Limiting Growth

Flight needs two web sites to promote both the magazine and sponsored events. An Internet Presence: Flight Magazine needs an ecommerce web site. Flight needs a web site to promote the events. Flight needs a professional and affordable solution.

Analysis

A Strategic Evaluation

Recognizing the need for a flexible and scalable solution, Seaboard launched a competitive evaluation of leading CTRM platforms. This process included:

- ✓ Real-World Scenario Testing Through Workshops
- ✓ Technical Architecture Comparisons
- ✓ Vendor Due Diligence On Stability, Support Models And Domain Knowledge

Solution

A Fast , Agile Solution

Seaboard partnered with Fendahl to deploy Fusion CTRM across five global locations with more than 100 users—all within just four months. Using Fendahl's agile and structured implementation framework, the project focused on speed, accuracy and process improvement.

Results

A Platform for Scalable Growth

Seaboard now runs its global commodity trading business on Fusion CTRM, with full trade lifecycle visibility and automated reporting across multiple commodities and locations.

Successful Outcomes Include

- ✓ **Significant reduction** in manual work and reporting delays
- ✓ **Enhanced visibility** into P&L across business units
- ✓ **Scalable architecture** that supports Seaboard's continued global expansion
- ✓ **Strong vendor relationship** for long-term innovation and support

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