



CASE STUDY



Reliable Trading on a Massive Scale

Safeway Inc., Pleasanton, California

Safeway is a Fortune 50 company and one of the largest food and drug retailers in North America. The company's stock is traded on the New York Stock Exchange under the symbol SWY.

DTN ProphetX offers users a realistic view of the marketplace. On-demand market quotes, news, and visual graphic capabilities provide the advantage that our buyers need to make and execute sound business decisions. //

Safeway

What they were up against.

Safeway purchases a high volume of raw commodities for its extensive private label programs—more than 2,500 products offered under the Safeway, Lucerne, and Mrs. Wright's brands and an additional 1,250 premium products marketed under the company's award-winning Safeway SELECT label. To do this, it needed a reliable trading solution—especially one with real-time capabilities that would help it continue to provide exceptional value by manufacturing high-quality products at a lower price.

What we did to help.

Safeway chose DTN ProphetX[®] based in part on the recommendation of one of its senior buyers who had used the product previously in his trading career. With the solution, Safeway's staff of buyers has access to real-time news, market data, and flexible quote displays along with advanced charting, news indexes, and historical data—all on their desktops. The solution also gives Safeway buyers a transparent look at the raw commodities market through industry-specific commodities information, allowing them to make critical purchasing decisions for the company's Safeway, Vons, Pavilions, Dominick's, Randalls, Genuardi's, Carrs, and Tom Thumb stores.

What the impact was.

Safeway buyers now use DTN ProphetX on a daily basis for pricing and purchasing commodities—corn, wheat, soybeans, soy meal, cocoa, and orange juice—for manufacture and sale of the company's private label brands. They consider it a valuable tool for contract negotiations with vendors and appreciate its cataloged data reports for historical information.

In addition to the trading tools and information, Safeway buyers utilize DTN agricultural news and weather for a larger-scale look at the futures and commodities markets. Along with comprehensive proprietary market data, DTN ProphetX provides Safeway's staff with data from a number of third-party sources, including Reuters, Dow Jones, Barclay, USDA, Argus, and Canadian Enterdata.

Visit our site to learn more.

www.dtn.com