



This slide provides an overview of DTN and The Progressive Farmer. It includes a list of four bullet points on the left and a circular graphic on the right showing a globe with agricultural elements and the company logo. The slide has an orange decorative wave at the top and bottom.

## DTN/The Progressive Farmer Overview

- Today, DTN and *The Progressive Farmer* are the **leading information portals for agriculture, energy and weather sensitive markets** enabling customers to make "Smarter Decisions" with multiple products delivered **via mobile devices, Internet, satellite, and print**
- DTN/PF has more than **700 employees** in the US and Canada with vertical market expertise providing **exclusive, accurate analysis** for marketing, production and management decisions
- DTN/PF serves more than **600,000 subscribers** across related commodity markets everyday with time-sensitive information enabling them to make more profitable decisions
- In late 2008, DTN was **acquired by Telvent** and joins in Telvent's mission: **Smart Information for a Sustainable World.**



## Telvent Serves Critical Sectors



### Transportation

Help Manage the transportation of more than 2.5 billion passengers per year on train and metro networks such as the EZ Pass systems found in NY, Boston, NJ.



### Energy

Supply Chain Management and systems for the top fuel companies in North America including company's like Exxon Mobile, Conoco Phillips, BP and price discovery services for 90% of the nation's top fuel buyers.



### Environment

Superior weather forecasting and observation services for companies like the PGA Tour, NCAA, United Airlines and over 15,000 other weather-sensitive businesses.



### Agriculture

Business critical information to help different players in the supply chain with buying and selling decisions



### Global Services

Technological consulting services, outsourcing, software development, and IT infrastructures

## A Global Business Well Diversified

### A Diversified Business by Verticals



28%

Transportation



32%

Energy



8%

Environment



10%

Agriculture



22%

Global Services

### A Global Business Balanced by Geography

33%

North America

46%

Europe

13%

Latin America

6%

MEA

2%

Asia-Pacific

## The Source for Major Ag Industry Leaders



Telvent DTN reaches virtually all grain and livestock producers in the U.S., and has a leading position with agribusinesses, commodity brokerages, and grain originators



► Provide data and services to 95% of corn and soybean production and 60% of the cattle market in the U.S.



► Provide cash market data and integration services for 80% of feedlots and 50% of ethanol plants, coops, and brokerages in the U.S.



► Provide of market data services for 80% of commercial risk management for agriculture commodities

## Agriculture Business Overview

### Segment Overview

Leading business information service provider to agriculture predominately in the North American corn/soybean/cattle complex



600,000 subscribers

### Top Grain & Livestock Producers



Cargill

BUNGE

BASF



R.J.O'Brien

Bloomberg



### Segments Served

#### Producers

- 360 degree information tool for the 'CEO' farmer
- Satellite and Internet subscriptions
- Media: print, digital and live events

#### Originators

- Hedging/pricing tools for elevators, feedlots, ethanol plants
- Grain transaction portal, communication services and back office integration

#### Risk Management

- Leading position with Ag commercial risk managers including agribusinesses and commodity brokerage
- Redistribution Partners





THE PROGRESSIVE FARMER

A TELVENT Brand

# Production Ag Technologies

Farm Smarter

V3.003.10



THE PROGRESSIVE FARMER

A TELVENT Brand

## DTN Leads the World

Helping Producers Farm Smarter

DTN is the World Leader in Agricultural Information

<b>Most Top Producers Use DTN</b>	Used by over 70% of top producers & agribusinesses (200,000 users).
<b>Ag Market News</b>	Largest newsroom in agriculture with unmatched industry coverage.
<b>Professional Ag Weather</b>	Largest commercial weather company with the most sophisticated tools available. 40% more accurate than NWS
<b>Commodities &amp; Cash Markets</b>	Largest supplier of commodity and cash prices with powerful, yet easy-to-use analysis tools.

## Stay Informed

Monitor critical factors affecting local and global market prices.

- DTN News & Analysis** has unmatched industry coverage with the world's largest Ag newsroom
- DTN Ag News** keeps you up to date on critical Ag issues in production, markets, policy and economics, such as BSE and ethanol.
- DTN U.S. & World News** focuses on national and global current events that may determine supply and demand market swings

Ag News	U.S. & World News
<b>US Blocked Trade Deal Breakthrough</b> 7:10:10AM The U.S. was the only major player to refuse to make compromises necessary for a breakthrough on a stalled global trade deal at talks last week, said EU Trade Commissioner Peter Mandelson.	<b>Mexico Election Surprises Country</b> Mexico's election results surprised many analysts, who expected a victory for the incumbent president.
<b>Aussie Wheat for Iraq Loaded</b> 7:10:10AM Australia loaded the first cargo of wheat to Iraq's seller Wheat Australia Ltd. but future wheat deal countries may be in jeopardy after a shipping line government guards and Australian security force.	<b>The U.S. and South Korea still have unresolved issues over the completion of beef trade</b> , including the possible exclusion of some packers for not meeting South Korean standards.
<b>US, S Korea Beef Issues Unresolved</b> 7:10:10AM The U.S. and South Korea still have unresolved issues over the completion of beef trade, including the possible exclusion of some packers for not meeting South Korean standards.	<b>DTN Top Stories</b> The U.S. was the only major player to refuse to make compromises necessary for a breakthrough on a stalled global trade deal at talks last week, said EU Trade Commissioner Peter Mandelson.
<b>More Ag News</b> In Other Media: 7:10:10AM Newsweek's Quick Takes: 7:10:10AM Daily Market Monitor: 7:10:10AM Washington Insider: Thursday 7:10:10AM Commodities Market Impact Weather: 7:10:10AM DTN AgNews: 7:10:10AM US Blocked Trade Deal Breakthrough: 7:10:10AM Corn, Wheat Inspections Fall Short: 7:10:10AM Developing Soybean Corn with Pallets: 7:10:10AM Road Forecast 4: Louisiana: 7:10:10AM Marketing Made Easy: 7:10:10AM Groups OK w/ EPA's CAFO Rules: 7:10:10AM Aussie Wheat for Iraq Loaded: 7:10:10AM Flooding Cautions Millions in Damage: 7:10:10AM US, S Korea Beef Issues Unresolved: 7:10:10AM View From the Crib: 7:10:10AM Soil Moisture: Dry West, Wet East: 7:10:10AM Wheat: First Up with Rain: 7:10:10AM Market Briefs: 7:10:10AM Venezuela: Juan Manuel Santos: 7:10:10AM Drought: Shown: Aussie Beef Exports: 7:10:10AM Lumpy: Doha Deal Still Possible: 7:10:10AM China: Soybean Futures: Lower: 7:10:10AM	<b>DTN Top Stories</b> The U.S. was the only major player to refuse to make compromises necessary for a breakthrough on a stalled global trade deal at talks last week, said EU Trade Commissioner Peter Mandelson.

Knowing what is happening in locally, nationally or globally can give you the edge to make smarter decisions.

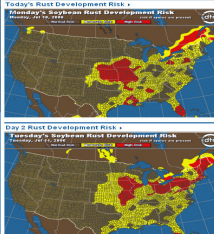
## Produce More

Stay ahead with local agronomy reports and the latest agronomy news from DTN production information.

- DTN Agronomy News** covers new technology and production practices for producers wanting to stay ahead of changes in agriculture
- DTN Agronomy Reports** provide local information on disease, pests and crop production stages from a local crop advisor to help you make smarter production decisions
- DTN Pest & Disease Center** is the most up-to-date reference Soy Rust and potential outbreak areas enabling you to make proactive decisions in your production plan

**Agronomy News**

- Evaluating Corn Stands** Sat Jul 8, 2006 11:35 PM CDT
- Assess White Mold Risk** Fri Jul 14, 2006 04:19 AM CDT
- Soybean Aphids 3: Prediction** Fri Jun 23, 2006 05:55 PM CDT
- Soybean Aphids 4: Scouting** Fri Jun 23, 2006 05:55 PM CDT
- AGRICULTURE: STRAIGHT FORWARD!** Fri Jun 11, 2004 10:05 PM CDT
- Soybean Aphids 5: Insecticides** Fri Jun 23, 2006 05:57 PM CDT
- Monitor Crop Conditions** Wed Jul 5, 2006 02:51 PM CDT
- Atrazine Carryover in Soybeans** Wed Jul 5, 2006 05:17 PM CDT
- Green Snap Affects Dry Corn** Wed Jul 5, 2006 06:10 PM CDT
- Davidson Farm: Nitrate Toxicity** Fri Jul 7, 2006 08:11 AM CDT
- Harvesting Wheat, Clean** Wed Jul 5, 2006 04:52 AM CDT



**Soybean Rust Development Risk**

Today's Rust Development Risk

DTN Rust Risk Index

Rust Risk Index Information

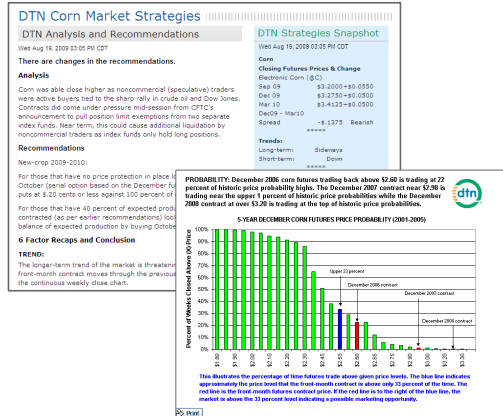
The DTN Soybean Rust Risk Index is a tool that helps you determine the risk of soybean rust in your area. It is based on the latest weather data and the DTN Rust Risk Index. The index is a scale from 1 to 10, with 1 being the lowest risk and 10 being the highest risk. The index is updated daily. The index is a tool that helps you determine the risk of soybean rust in your area. It is based on the latest weather data and the DTN Rust Risk Index. The index is a scale from 1 to 10, with 1 being the lowest risk and 10 being the highest risk. The index is updated daily.

A quick response to a pest or disease outbreak could eliminate a potential crop failure.

## Increase Profits

Make smarter buy/sell decisions and avoid losses with comprehensive market information.

- DTN Six Factors Market Strategies™ gives you future and cash recommendations for the best time to buy or sell **Grain, Livestock, and Fuel** (15 total commodities)
- DTN Market Commentary reports on both the bull & bear sides of the grain market throughout the day
- USDA Report Analysis deciphers what the numbers will mean to the markets as soon as they



Taking advantage of one prime market opportunity with a pre-harvest sale can equal thousands of dollars more in your pocket.

## Customizable Alerts & Updates

**YOUR ACCOUNT**

**My Markets**  
My Cash Bids  
Watch List  
Market Alerts  
Market Updates  
Cash Updates  
DTN Market Strategies Alerts

**My Account**  
Locations  
e-Newsletters  
Recipients (Contact Devices)  
Account Info  
Change Password

**DTN Mobile**  
Preferences  
Watch Lists

**My Weather**  
PrecipTimer  
NWS Bulletins  
DTN WindMonitor  
Weather Alerts  
Forecast Thresholds  
Weather Preferences

**My Favorites**  
Weather  
News/USDA

Enter a Location Name and choose the location by Street Address, Latitude/Longitude position, or Airport.

**North Farm**

Location Name:  ☐ Set as default

Street Address  Lat/Long  Airport

Latitude:  Enter the latitude of the location in one of the formats below:

Longitude:

Coordinate System	Generic Format	Example
Decimal Degrees	dd.ddddddd	41.6934
Degrees Minutes Seconds	Nddd mm ss	N41 53 17
GPS Format	Nddd mm.mmmmm	N41 53.604

Time Zone:  ☒ Observe Daylight Saving Time

**Alert Criteria**

Click on the "Enable" box to turn on an alert.

Location:

Recipients:  Change selections...

Audible Alert:

Enable	Alert Type	Value	Lead Time
<b>Storm Attributes</b>			
<input checked="" type="checkbox"/>	Possible Tornado		
<input checked="" type="checkbox"/>	Dangerous Thunderstorm		
<input checked="" type="checkbox"/>	Severe Hail		
<input type="checkbox"/>	Any Hail		
<b>Lightning</b>			
<input type="checkbox"/>	Lightning	<input type="text" value=""/> miles	
<b>Precipitation</b>			
<input checked="" type="checkbox"/>	Precipitation Timer	<input type="text" value=""/> Settings	

## Real-Time Deferred Cash Bids

The **ONLY** source of up-to-minute Cash Bids

- Save time & money by accessing 3700 locations worth of real-time Cash Bids & Basis
- Cash prices can be recalculated every minute
- Hover over Cash Bid provides additional Bid & Location detail

### My DTN Cash Bids

My DTN Cash Bids for U.S. Zip Code 51559, Radius miles 20

Edit Updates

Edit Cash Bid Settings

Go to Cash Bid Chart

Recalculate

View Cash Bids Overview

Select Commodity: Corn

Elevator/Location	Dec 2009	Jan 2010	Feb 2010	Mar 2010	Apr 2010	May 2010	Jun 2010	Jul 2010	Aug 2010	Sep 2010	Oct 2010	Nov 2010	Dec 2010
HANCOCK ELEVATOR INC	3.38	3.54	3.60	3.65	3.74	3.79	---	---	---	---	3.78	---	---
NEOLA, IA													
SOUTHWEST IOWA RENEWABLE ENERGY, LLC	3.70	3.72	3.77	3.83	3.89	3.94	3.98	4.03	4.04	4.00	3.97	3.99	4.07
COUNCIL BLUFFS, IA													
HANCOCK ELEVATOR INC	3.38	3.54	3.59	3.64	3.73								
PORTSMOUTH, IA													
FARM SERVICE COMPANY	3.48	3.52	3.59	3.64	3.70								
COUNCIL BLUFFS, IA													

Disclaimer: Cash prices/basis are updated when DTN receives new information from the cash price or basis from the agribusiness and the calculations are based upon delayed futures data. Please be advised that these prices should be used for reference only when making offers.

Elevator: SOUTHWEST IOWA RENEWABLE ENERGY, LLC  
 Commodity: Corn  
 Current Cash Price: 3.89 USD/BU (estimate)  
 Recalculated at: 12/21/09 2:22 PM CST  
 Basis: -0.22  
 Contract/Basis Month: CAG DAY CORN May-2010  
 Last Basis Update: 12/21/09 2:12 PM CST  
 Delivery Period: 04/01/10 - 04/30/10  
 Elevator Distance: 15 miles

## DTN Marketspace

An Innovative Online Market Place



Secure · Reliable · Private

## Get the Best Price

Communicate and Make offers more effectively

- Centralized management of all offers with all your agribusinesses
- Simplify communication by making one offer to multiple agribusinesses
- Customize offers with your price, quantity and delivery time
- Automatically eliminates double-booking concerns
- Be informed of offer activity anytime with email and text message alert

Enter your Net Price to continue.  
\* My Target Price: (per unit) \$ 5.45

Optional: Update Offer Price with Freight Costs included.  
Include Freight Costs: ☐ yes ☒ no  
My Freight Costs: (per unit per mile) \$ 0.0050

Update Offer Price Click "Update Offer Price" to populate your Price table below. If you change any values above, you'll need to click "Update Offer Price" again.

Make Offer To	Agribusiness	Location	Distance (miles)	Freight Cost (per unit)	Updated Offer Price w/ Freight (per unit)	My Actual Offer Price (per unit)
<b>My Preferred Agribusinesses</b>						
<input checked="" type="checkbox"/>	WEST PLAINS GRAIN	OMAHA, NE	6	\$ 0.0300	\$ 5.4800	\$ 5.4800
<input checked="" type="checkbox"/>	FARMERS COOP	COUNCIL BLUFFS, IA	7	\$ 0.0350	\$ 5.4850	\$ 5.4850
<input checked="" type="checkbox"/>	FARM SERVICE COMPANY	MISSOURI VALLEY, IA	18	\$ 0.0900	\$ 5.5400	\$ 5.5400
<input type="checkbox"/>	HIGH PLAINS ELEVATOR	PLATTSMOUTH, NE	21	\$ 0.1050	\$ 5.5550	\$ 5.5550
<input type="checkbox"/>	FRONTIER COOP	MEAD, NE	23	\$ 0.1150	\$ 5.5650	\$ 5.5650
<input type="checkbox"/>	FARMERS COOP	FREMONT, NE	24	\$ 0.1200	\$ 5.5700	\$ 5.5700
<b>More Agribusinesses</b>						
<input type="checkbox"/>	XYZ ELEVATOR	COUNCIL BLUFFS, IA	8	\$ 0.0400	\$ 5.4900	\$ 5.4900
<input type="checkbox"/>	WESTERN GRAIN COMPANY	COUNCIL BLUFFS, IA	9	\$ 0.0450	\$ 5.4950	\$ 5.4950
<input type="checkbox"/>	FARM SERVICE COMPANY	COUNCIL BLUFFS, IA	10	\$ 0.0500	\$ 5.5000	\$ 5.5000

Continue with Offer

Comments for Offer Recipients:

(\* = required field)

## Optimize Revenue

Create Transportation-Adjusted Offers

MY NET PRICE MY DTN CASH BIDS

Update Net Price settings by clicking Account Management to select preferred Agribusinesses and adjust freight costs and mileage. Select Commodity:

Agribusiness	Location	Cash Price	Freight Cost	Estimated Net Price
FARMERS COOP	GOWRIE, IA	\$ 5.3900	\$ 0.0210	\$ 5.3690
GREAT PLAINS ELEVATOR	WOOD LAKE, MN	\$ 5.4200	\$ 0.0660	\$ 5.3540
ABC COOP	HOLSTEIN, IA	\$ 5.3500	\$ 0.0150	\$ 5.3350
BIG FARM GRAIN	IDA GROVE, IA	\$ 5.3300	\$ 0.0300	\$ 5.3000
FARMERS COUNTY COOP	GALVA, IA	\$ 5.3000	\$ 0.0180	\$ 5.2820
GREAT PLAINS ELEVATOR	GOWRIE, IA	\$ 5.2900	\$ 0.0150	\$ 5.2750
FARMERS COOP	LOHRVILLE, IA	\$ 5.2900	\$ 0.0180	\$ 5.2720
XYZ ELEVATOR	REDWOOD FALLS, MN	\$ 5.4000	\$ 0.4800	\$ 4.9200
ABC COOP	FARNHAMVILLE, IA	--	\$ 0.0000	--
GREAT PLAINS ELEVATOR	SOMERS, IA	--	\$ 0.0210	--

- Compute net price with transportation-adjusted pricing tools
- Configure for multiple delivery and origination points
- Manage various delivery methods with site-specific freight calculations
- Access DTN's growing network of 3,700 elevators, feed mills and ethanol plants



## Conveniently Manage Records

Track Easily with Complete Documentation

- Conveniently manage all offers/contracts in one place to simplify record keeping with complete automated documentation
- Sort delivery commitments to ease scheduling logistics
- Track your total current offer value with on-demand reports
- Manage inventory with automatic updates calculated with every offer
- Track percentages of inventory sold and offered

Enterprise: Knudsen Farms Location: Corner Place

**My Open Offers**

Offer ID	Commodity	Original Volume	Delivery By Date	Expires	AgBusiness	Location	Status
115893	Corn	1,000	7/31/08	5/10/2008 9:00:00 AM CDT	FARMERS COOP	SOMERS, IA	Initial Offer
					FARMERS COOP	FARNHAMVILLE, IA	Counter Offer

**Accepted and Final Offers**

Select Commodity: All Choose a commodity to view offers for a specific commodity.

ACCEPTED OFFERS CANCELED/EXPIRED OFFERS

Offer ID	Commodity	AgBusiness	Price	Volume	Delivery By Date	Contract Type	Offer Type	Status
2115	Corn	FARMERS COOP	\$ 5.4120	2,500	5/31/08	Cash	Sell	Accepted
1762	Soybeans	FARMERS COOP	\$ 12.0500	1,000	3/31/08	Cash	Sell	Accepted
1641	Corn	FARMERS COOP	\$ 5.4700	1,000	3/30/08	Futures	Sell	Accepted
1644	Corn	FARMERS COOP	\$ 5.3400	1,000	3/30/08	Basis	Sell	Accepted
1694	Soybeans							
1717	Corn							
1686	Corn							
1682	Corn							
1681	Corn							

**Inventory Tracker - Sold**

Region: Iowa Enterprise: All Location: All Crop Year: 2009

Total Inventory: 165,000 Bushels  
 Total Inventory Sold: 37,000 Bushels 22%  
 Total Inventory Offered: 2,000 Bushels 1%  
 Remaining Inventory: 126,000 Bushels 76%

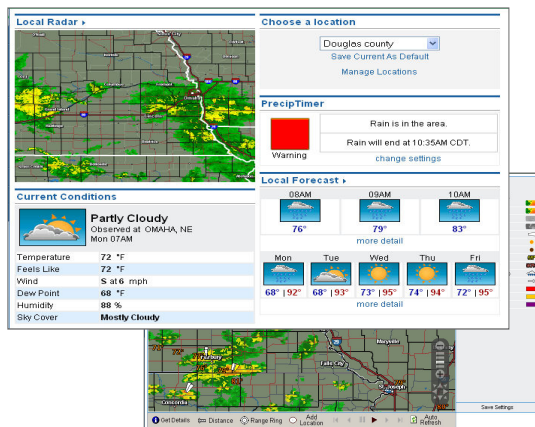
Soybeans:

Offer Type	Accepted Offer Volume	Accepted Offer Average Price	Accepted Offer Value	Open Offer Volume	Open Offer Average Price	Open Offer Average Value
Cash Offer	37,000	\$ 9.78	\$ 375,250.00	2,000	\$ 9.00	\$ 18,000.00
Basis Only Offer	0	--	--	0	--	--
Futures Only Offer	0	--	--	0	--	--
<b>TOTAL</b>	<b>37,000</b>	<b>--</b>	<b>--</b>	<b>2,000</b>	<b>--</b>	<b>--</b>

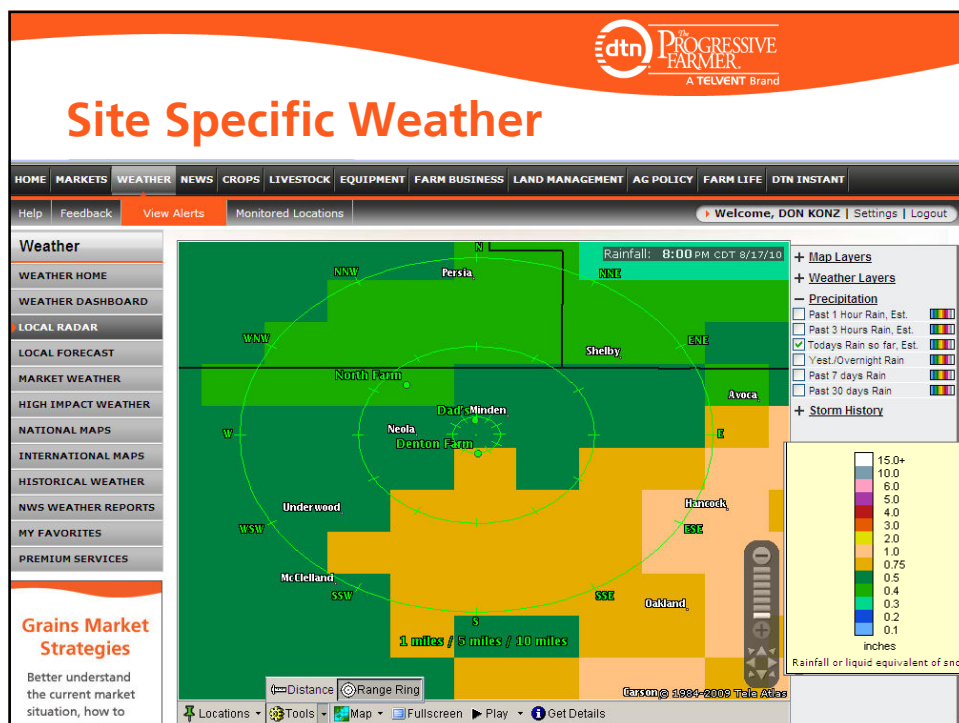
## Site Specific Weather


Reduce weather-related risks with local and accurate weather conditions and forecasting tools.

- DTN PrecipTimer™** tells you when precipitation will start and stop on your farm
- DTN Wind Monitor** alerts you when winds are too severe to spray
- DTN Ag Forecast** provides hourly detail with business-grade accuracy due to DTN's extensive rural weather observation network
- DTN Weather** is the largest commercial weather provider offering the most sophisticated user tools



Monitoring weather for your farm can save you thousands by managing your schedule effectively.





## Historical Weather per Location

**Weather**  
 WEATHER HOME  
 WEATHER DASHBOARD  
 LOCAL RADAR  
 LOCAL FORECAST  
 MARKET WEATHER  
 HIGH IMPACT WEATHER  
 NATIONAL MAPS  
 INTERNATIONAL MAPS  
**HISTORICAL WEATHER**  
 • Daily History  
 • Monthly History  
 NWS WEATHER REPORTS  
 MY FAVORITES  
 PREMIUM SERVICES

### Monthly Historical Weather for Home

Month: August Year: 2010 Map: Home Go

Day	Actual Temp		Normal Temp				Precipitation			Degree Days	
	Hi (°F)	Lo (°F)	Hi (°F)	Lo (°F)	Dept Max (°F)	Dept Min (°F)	Liquid Amount (in.)	Snow Accum Est (in.)	Snow Cover Est (in.)	GDD	Evap (inches/day)
1	90.0	68.0	87.0	66.0	3.0	2.0	0.00	0.00	0.00	27.0	0.18
2	91.0	71.0	87.0	66.0	4.0	5.0	0.68	0.00	0.00	28.0	0.14
3	90.0	72.0	87.0	66.0	3.0	6.0	0.30	0.00	0.00	29.0	0.14
4	88.0	72.0	87.0	66.0	1.0	6.0	0.01	0.00	0.00	29.0	0.15
5	86.0	69.0	87.0	66.0	-1.0	3.0	0.00	0.00	0.00	27.0	0.12
6	85.0	68.0	87.0	66.0	-2.0	2.0	0.00	0.00	0.00	26.0	0.15
7	91.0	73.0	87.0	66.0	4.0	7.0	0.00	0.00	0.00	29.0	0.23
8	96.0	76.0	87.0	66.0	9.0	10.0	0.00	0.00	0.00	31.0	0.22
9	95.0	73.0	87.0	66.0	8.0	7.0	0.00	0.00	0.00	29.0	0.14
10	95.0	78.0	86.0	65.0	9.0	13.0	0.00	0.00	0.00	32.0	0.17
11	99.0	74.0	86.0	65.0	13.0	9.0	0.00	0.00	0.00	30.0	0.17
12	97.0	76.0	86.0	65.0	11.0	11.0	0.00	0.00	0.00	31.0	0.22
13	94.0	73.0	86.0	65.0	8.0	8.0	0.02	0.00	0.00	29.0	0.20
14	90.0	70.0	86.0	65.0	4.0	5.0	0.00	0.00	0.00	28.0	0.17
15	83.0	63.0	86.0	64.0	-3.0	-1.0	0.00	0.00	0.00	23.0	0.15
16	89.0	64.0	85.0	64.0	4.0	0.0	0.17	0.00	0.00	25.0	0.16

Highest Temperature (°F)	99.0
Lowest Temperature (°F)	63.0
Average Temperature (°F)	79.0
Depart. From Normal (°F)	3.0
Evapotranspiration (inches/day)	2.78

Growing Degree Days	470.0
Total Precipitation (in.)	1.41
Total Snow Fall (in.)	0.00
Normal Precipitation (in.)	1.88

**August Article**

**Hogs, Corn and Baseball**

A Minnesota family's team effort makes their farm thrive and serves as a good





## Compelling Website Content

- In addition to your company's information (contacts, products & services, specials, etc.) ... **keep them coming back** with helpful content including:

- Market data & analysis tools
- Premium Weather Info
- News and Commentary



The top three components voted by farmers to be on a web site if they could design their own:

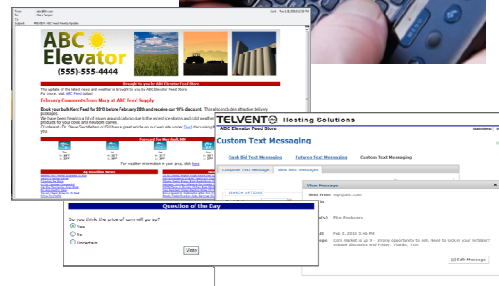
- Weather
- Futures Markets
- Local Cash Markets

\*2009 NAFB Internet Usage Study

## Interactive Communication Tools

Easy to use from one tool

- Automated or customized delivery of text messages and emails of bids, futures, & alerts
- eNewsletters sent daily, weekly, or on-demand
  - Includes your personalized message along with value-added market, weather and news content
- Easily manage your customers with various communication groups
- History of all outbound messages with easy search/filters by sender, time, recipient, etc
  - Ease of mind for compliance
- Polling, Custom Surveys, Ask-the-Expert Blogs and more



[illegible]

**We Are Your Irrigation Specialists**  
**Click Here for more information**  
 or visit [www.irrigationcentral.com](http://www.irrigationcentral.com)



## eNewsletters



- Promote your business
- Deliver immediate, value-added insights
- News and Weather links drive traffic to your site
- Automatically schedule daily or weekly
- More cost-effective than mailings



## Market Data Integration



### Manual Update

#### Steps

1. Update Accounting Package

#### Risks

- Daily updates
- Risk of transposition errors
- Manage Business with yesterday's data



FBS Systems

Manual Update

### DTN Market Data (PX) Web Service

#### Steps

1. Zero

#### Benefits

- Save time / No Manual Updates
- No risk of inaccuracies
- Manage business with current information
- Do More with Less

DTN Market Data

FBS Systems

DTN Web Service

## DTN Market Data Integration

For FBS Systems

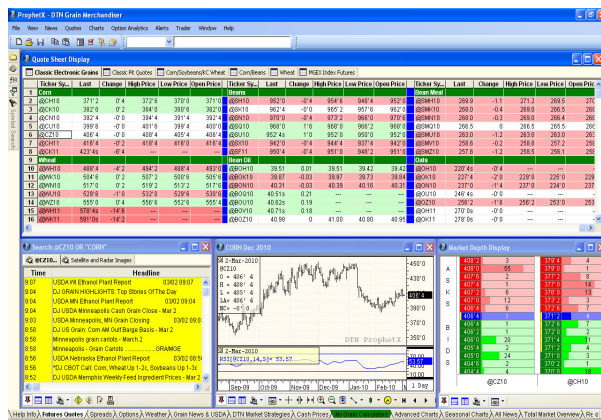
### ■ Pricing

- End of day data - \$25/mo/user
- 10 minute delay - \$35/mo/user
- Initiation Fee - \$100

## DTN Prophet X

The Most Powerful Analytical Tool on the Market

- Multiple preformatted and customizable Quote displays for easy turn-key setup
- A single click links key data of News, Charts and Market Depth per commodity symbol
- Profit by more timely placed hedges with a dynamic view of the Market Depth – the last trade and the number of contracts per Bids & Asks per commodity



Covered in Tomorrow's Breakout Session



## DTN Ag Professional Solution

### Pricing Decisions

- Futures & Options
- Real-time Grain Bids
- Fuel Rack & Spot Prices
- Site-Specific Weather
- News and Analysis
- Market Strategies
- Risk Management Tools

### Buying & Selling

- Web Hosting Solutions
  - Branded Web Site
  - Content
- Communication Tools
  - Text Message & Emails for Futures, Grain Bids, Alerts
  - E-newsletters
- Advertising Solutions
  - DTN Network
- Private Trading Portals
  - Buying/Selling
  - Manage Inventory

### Operations

- Market Data Integration
- Basis/Cash Bid Integration
- Portal Integration
- User Integration
- Single Sign On
  - Seamless login for Customers



## Questions?

## Thank You

