

CASE STUDY

► About me

I'm 33 and I live in Montclair, New Jersey, with my wife Karen. I work in the Manhattan-based corporate headquarters of a well-known international chemical company.

► The role I play

I'm an increasingly influential member of my firm's team of analysts. I and my colleagues are tasked with monitoring the market and providing decision-makers with information as full and accurate as possible – for multi-million dollar spot or forward contracts will be placed as the result of my advice. I must also provide context and supporting information for the forecasts and numbers I generate. I must be prepared to brief colleagues on latest developments at the drop of a hat. I'm expected to provide informed forecasts of likely price movements and patterns over the coming days, weeks, and months.

► What I need

A crystal ball would be nice. But failing that what I need is the latest, fullest, most accurate data I can get my hands on. I'm not particularly interested in the interpretation of data – that's my job after all – but I do need raw figures I can depend on absolutely. I'm also interested in historical data too

– the trading patterns it reveals are often reflected, with some variation, in the current market. Since my world is fast-paced and demanding, I must be able to find and extract the pricing data I require quickly and easily. Plant and company information is also helpful to me, as it helps me set specific forecasts within a wider industry context.

► How using ICIS helps me

It's invaluable. I can find accurate, up-to-the-minute pricing information for all the commodities I cover. It's easy to extract and manipulate the numbers I want, since I can customise my ICIS pricing interface to deliver only the information I am after, in the perfect format for me. When I have time, catching up on general market information lets me provide a clear-cut rationale for the numbers I am championing. Ever since I started using ICIS pricing, I've found my presentations, advice notes, and trading updates are getting a lot more respect around here.

