



The power of one.

Pine Energy builds foundation for scalable and powerful coal trading operation in 12 weeks

Background

Pine Energy is a privately-owned coal trading enterprise that started its operations in 2015. Headquartered in Singapore, the company is run by a group of highly experienced traders, with the goal to add value to their customers across the coal trading value chain – from pricing to scheduling to logistics.

Pine Energy trades coal that is produced primarily in Indonesia. Its reach spans Asia Pacific, with customers in China, India, Japan and the rest of South East Asia. The company has exclusive offtake volumes with listed miners, and they specialize in shipping and risk management via derivatives markets. They plan to expand their business with a wide array of transportation and logistics-related services to achieve their vision of becoming an industry-leading merchant of energy products.

Business challenge


As a fast-growing enterprise with expanding operations, Pine Energy has worked tirelessly to build a coal trading business that is uniquely positioned to deliver value to their customers and partners.

As a business focused on procuring and supplying coal across Asia, Pine Energy needs visibility into logistics and supply chain. A lot of trading organizations use spreadsheets, but the manual reconciliation of data does not provide an accurate and timely picture and often leads to delayed decisions and missed opportunities.

As Pine Energy grew, they encountered challenges maintaining visibility into their operations. Every time they wanted an update, they had to mine through emails and spreadsheets to extract relevant data manually and then analyze the numbers – a very time-consuming process.

In order to scale their business in the foreseeable future, Pine Energy's management realized that investing in a robust foundation for trading operations now would empower their teams to operate at their optimum, spot opportunities and discrepancies instantly, and respond faster.

When exploring alternatives, Pine Energy wanted a modern system that would allow them to compete in fast-moving markets by scaling quickly. At the same time, they did not want a system that came packed with functionality they did not need. They wanted to implement a solid tech foundation to meet their current business requirements with the option to grow on demand as needed.



Pine Energy went live in 12 weeks

“The best thing about the platform is that it is hosted on cloud, and it allows us to seamlessly add new functionalities without worrying about timelines or implementation failures. The system allows our traders to manage their operations end-to-end in one place. They simply log in and the platform provides all the information they need at the click of a button.”

Wallace Leong, Risk Manager, Pine Energy

Business solution

After a thorough understanding of Pine Energy’s requirements, Eka’s consulting team designed a solution framework with automated workflows specific to their industry. One of the key requirements was to ensure that the solution was uncomplicated and easy to adopt, yet powerful enough to scale in the future.

Eka’s solution consisted of a suite of powerful, enterprise-grade applications mapped to Pine Energy’s requirements. These out-of-the-box applications, with their pre-built connectors, enabled them to go live in 12 weeks. Eka’s solution portfolio for Pine Energy includes Eka CTRM, P&L Explained, Position, and Mark to Market.

Business benefits



Accurate and timely reporting

Prior to implementing Eka, Pine Energy would periodically manually collect data from spreadsheets and emails to understand their P&L. With Eka's P&L app, they now generate P&L reports anytime by pulling data from several sources – vessel P&L, physical realized and physical unrealized P&L – at the click of a button. The data is 100 % accurate, providing a clear and accurate understanding of their P&L movement and ensuring better and faster decision making.



Operating on a single source of truth

Connected data means smarter business decisions. The trading desk at Pine Energy now operates on one shared version of the truth. Eka's solution bridges the gap between all their data sources. They can now mix and match different data sets and perform real-time analyses on extremely large volumes of data at the click of a button.



Cloud ready

Eka's modern, cloud-native CTRM platform doesn't require any fine tuning and is built to function seamlessly in the cloud on a robust foundation of enterprise-grade security, compliance and data encryption. Eka's system gives Pine Energy speed and scalability, providing seamless upgrades while maintaining lower and predictable costs.



Near real-time visibility

Access to real-time data is critical for every organization, but it's especially true for midsized enterprises. With Eka, Pine Energy gains up-to-date visibility into their operations so they can proactively identify issues and take appropriate actions.



Zero-to-No IT involvement

With an intuitive, straight-forward and easy to use interface, users at Pine Energy were able to adapt to the solution seamlessly and manage it on their own with support from Eka, reducing their dependency on IT or other specialists.



Instant scalability

Eka's solutions are purpose-built for fast growing commodity businesses. Pine Energy can use Eka's platform to add any functionality they want in the future, and scale on-demand, so they gain a competitive edge by moving at the speed of markets.



Ultra-quick implementation

Pine Energy took advantage Eka's exceptionally short implementation cycles and was able to go live with business-critical apps in 12 weeks. A traditional CTRM system would have required six months or longer to implement.



The power of one.

One team, one vision, one platform.



We help enterprises build the bridge between commodity management and direct materials.



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We forge long term relationships through one strategy, one team and one platform.

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Eka supports over 100 customers globally and has proven industry expertise in helping customers achieve digital transformation, solving complex business challenges in an environment of continuous change.

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