

Wine, Crude & CTRM

July 31, 2015

I stopped by a wine tasting event earlier this week hosted by [Aspect](#). Unfortunately, I'm not much of a wine drinker, in fact I'm nothing of a wine drinker (no offense to those of you who are, but I just don't get it...and neither does my stomach); however, [Aspect](#) was considerate to those like me (even if there are apparently very few of us) and did supply a grain-based product as well. The event was well produced, with a nice selection of food and what I was told was pretty good wines. Turnout was good, with clients, prospects, partners and a few other industry types in attendance (including a very interesting presentation by Argus, discussing the formation of new crude indices to better reflect the changing [Gulf Coast](#) crude markets).

Steve Hughes, Aspect's president and CEO came into town from [London](#) and I spent quite a bit of time with him catching up on the company's current activities.

According to Steve, the company's increasing focus on building-out their [US](#) sales team (headed by industry veteran Sheshieda Davis) is bearing fruit, with several recent wins, including a few that haven't been previously announced – Hess, Unipac and Elliptical International. He notes the company is also continuing to see solid success in virtually all the regions in which they operate, including AsiaPac, [Europe](#) and [Africa](#). Given that their product, AspectCTRM, was initially developed for the oil and oil products trading markets, it's not much of a surprise that the recent volatility in crude prices has driven increased market interest in their solution; particularly given its ability to scale from servicing global sized companies, down to the 2 or 3 man trading shops that are outgrowing their ability to deal with the risks of this markets using spreadsheets.

A couple of other interesting points from my conversation with Steve: Aspect now has 485 customers in 87 countries for their products (including data, analytics and CTRM customers). He also mentioned that their services revenues as a share of their total revenues is down to 10%, a remarkable number for this space, and reflective of their quick implementation approach for their products.

All in all, a very pleasant and informative evening...even if I'll never understand the appeal of alcoholic beverages derived from fermented fruit.



Author: [Patrick Reames](#) 31 - July - 2015

Website: <http://www.ctrmcenter.com/patrick-reames-founder-and-managing-director-of-comtechadvisory/>

Category: [Commodity Trading](#), [Opinion](#)

About the Author: Mr. Reames possess a deep understanding of the energy and commodities markets, developed through hands-on experience and managerial oversight of energy and commodity operations, including exploration, production, gathering, plant and pipeline operations. Additionally, he has 5 years of energy commodity trading, transportation, and risk management experience with Hess Corp. (formally known as Amerada Hess), a Fortune 100 integrated energy marketing company. Over the last fifteen years, he has been focused primarily on information technology serving energy and commodity trading, marketing, and risk management. Prior to founding Commodity Technology Advisory, he led the CommodityPoint division of UtiliPoint International, providing expert CTRM market analysis and advisory services to dozens of clients in North America, Europe and the Asia/Pacific region.