

An Interview with Mr. Tim Rogers

Head of Sales and Business Development at Trayport Contigo

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By Commodity Technology Advisory LLC

Commodity Technology Advisory: *The European power and gas market seems to be going through some significant changes in terms of generation mix and the retail model. What are you seeing and what do you think the important trends are these days?*

Mr. Rogers: I suspect the change will continue. Commodity prices are under pressure with significant supply in the market against current demand. It's no secret that the generation mix has gone through serious changes and will continue to do so. We may see the emergence of electricity storage technology but it will be some years before this has impact on energy wholesale markets. Continued deployment of wind and solar coupled with greater efficiency in the technology is likely to accelerate the changes. We've seen liquidity moving ever closer in on the curve and as focus on the short term nature of renewables continues I expect no change in the trend. Long term, electricity storage could be significant.

Commodity Technology Advisory: *What impact is the rapid move to renewable generation having on required functionality for ETRM solutions?*

Mr. Rogers: Rapid access to data for decision support has always been a key requirement but it is becoming more critical. For those with obligations to nominate, straight through processing is key. The nature of trading and management of risk portfolios is changing with tighter more focused operations requiring rapid deployment to emerging business units. ETRM solutions have to be modular, support STP to and from a variety of upstream and downstream services. Fundamentally they have to deal with the physical and financial flows associated with energy. We are finding that more clients are choosing enTrader for their ETRM because it makes intraday trading



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simple.

Commodity Technology Advisory: *Are these trends having an impact on your business? If so, how would you describe that impact?*

Mr. Rogers: We are incredibly busy and have seen a healthy upturn in both enquiries and closed business. Some of these are from a new cohort of generators and retailers keen to be a part of the changing landscape. But many are from large established businesses adapting to the new landscape and taking the opportunity to migrate to more appropriate solutions. They are moving to enTrader because they need a more modern software solution that is flexible and easy to use.

Commodity Technology Advisory: *And how do you see demand currently?*

Mr. Rogers: Healthy! We have a changing environment and a product suite which is unique in its approach and architecture. The word is out; enquiries are increasing and we are closing deals across Europe... Healthy!

Commodity Technology Advisory: *What about ETRM in the cloud? Are you finding more interest in cloud deployment in Europe?*

Mr. Rogers: If you asked me that five years ago I'd have said you can sell cloud to technologists who understand SaaS. Three years ago there was a realization that huge amounts of personal data is in the cloud and we were just getting used to it. Now I'd say the majority of decision makers know that their data is offsite in backups and disaster recovery data centers. They are starting to be more comfortable with the concept and see security advantages. For example, I sometimes ask "how secure is your on premise server room anyway?"

Organisations are also starting to understand the benefits of cloud deployment in terms of speed of implementation and lower costs.

Commodity Technology Advisory: *How has the Trayport acquisition of Contigo gone so far and how has it impacted your business?*

Mr. Rogers: The acquisition has been smooth and we are very much looking forward to continued success and a healthy future. The businesses are complimentary but don't overlap so the synergies are clear especially around















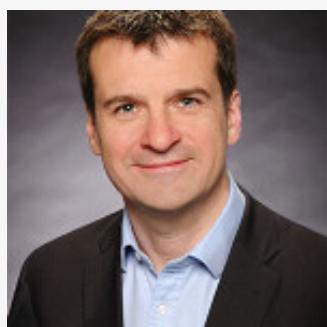
Generation 10

straight through processing.

enTrader is preconfigured for the European energy market with ready to use functionality and is fully integrated with Trayport's GlobalVision Trading Gateway. All trades executed on the Trayport platform are automatically imported into enTrader for further processing and validation, with minimal configuration.

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About Mr. Tim Rogers

Tim Rogers heads up business development at Trayport Contigo, a leading provider of ETRM solutions for the European power and gas markets.

With clients across the UK and Europe, the company provides fully featured, affordable and flexible solutions to help companies grow and manage risk, without a lengthy implementation process.

www.trayportcontigo.com

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