

CASE STUDY

Team-Specific, Daily Intelligence: Personalized Market Monitoring Across the Enterprise at GoodMills Group

Executive Summary

Europe's leading flour producer uses Emerging Trajectories (ET) to generate personalized industry and market reports

- Daily intelligence reports personalized to each recipient's unique needs
- Event monitoring and insights discovery with ET's automated trackers
- Visual map providing risk scores and situational analysis for key operational sites

GoodMills Group, the lead milling company in Europe, is optimizing its grain trading and day-to-day business operations through personalized intelligence. Through a partnership with ET, GoodMills' teams receive daily intelligence reports, event trackers, and a company-wide risk map that is personalized to every trader, sales leader, finance director, and executive who receives it. The ability to create custom data feeds enables GoodMills to monitor intelligence across its 7 operating countries and broader global markets. Not only does ET automate intelligence gathering, it has helped GoodMills monitor topics that are otherwise too niche to monitor through traditional solutions.



- Europe's largest flour producer, processing 2.8 million tons of grain annually
- Operations across 7 country organizations with 24 flour mills in Central & Eastern Europe
- Oversees a diverse portfolio of 12 trusted consumer brands
- Leader in industry-leading innovations to advance healthier and more sustainable food solutions

"Emerging Trajectories is one of the best AI solutions our company has ever used. We expanded ET across our organization in order to deliver intelligence customized to the needs of each of our teams, from our traders to our executives."

Scott Wellcome
Director, Grains Risk Management

Challenge

Each trader, sales person and leader at GoodMills had unique and nuanced intelligence needs that were too specialized for standard intelligence tools yet too onerous to be manually monitored. GoodMills' success in grain procurement and flour production depends on their ability to synthesize intelligence to identify optimal hedging & procurement opportunities while protecting their operational efficiency. For instance, intelligence needs varied across teams:

Traders

- Monitoring global wheat price movements and market trends
- Tracking regional supply and demand dynamics
- Following geopolitical events impacting global trade

Risk and Operations

- Multi-language local news coverage across numerous European markets
- Transportation and logistics constraints affecting delivery
- Local events impacting operations and supply chain

Business Leaders

- Monitoring key events impacting trade deals
- Following country-level macroeconomic trends

Solution

-  Trackers to monitor local, regional, & global events impacting wheat trade & operations
-  Daily newsletters that report on intelligence specific to each team's needs
-  Map visualizing risk scores and deep-dive reports across operational sites

"Unlike any other tools on the market, Emerging Trajectories delivers market and industry reports that are personalized to every sales leader, finance director, executive, trader, and purchasing manager who receives it. It helps each team capture hard-to-track signals that give us an edge."

The intelligence gap in commodity trading is about capturing unique, niche signals that matter to each business leader and unit. ET provides Goodmills with a comprehensive intelligence solution that leverages advanced AI for:

Multi-Source Intelligence Gathering

- Monitor media sources across multiple languages
- Integrate niche industry publications and local news sources
- Integration of local operational constraints with broader market analysis

Advanced & Personalized Analysis

- Custom reports based on individuals' priorities, needs, and goals
- Custom risk framework for prioritizing risks based on business relevance and impact
- Automated event identification, validation, risk ranking, and reporting

Actionable & Interactive Intelligence Delivery

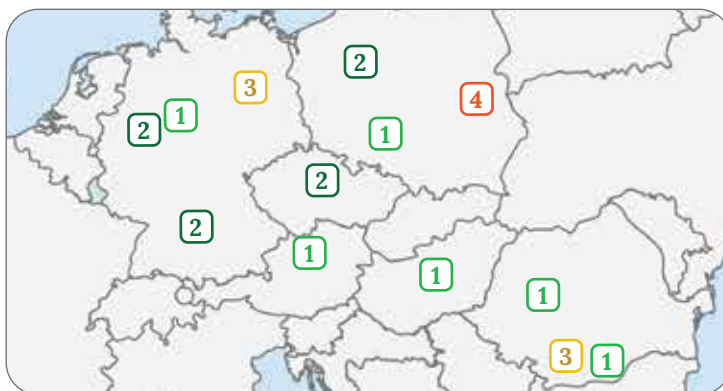
- Daily newsletters with personalized layouts & topics
- Interactive risk maps highlight operational vulnerabilities
- Trackers provide an extensive list of events for broader analysis

Results & Impact

Implementing ET has enabled GoodMills to:

- Perform continuous, hyper specific cross-market analysis for different teams and leaders across the company
- Passively monitor niche topics 24/7 and discover events that may otherwise not be top of mind
- Identify emerging risks before they impact operations
- Introduce new analytical capabilities, allowing GoodMills to monitor topics that are too niche for traditional solutions and too onerous to manually monitor
- Reduce time spent on manual market monitoring and analysis

"Emerging Trajectories notified us about a foot and mouth disease outbreak in Europe. We saw mainstream media pick up the story 48 hours later but by then we had already started making efforts to protect our business. It's exactly the kind of actionable intelligence we need."



Example of Risk Map: Operational sites for GoodMills with risk scores (anonymized for this case study).

About Emerging Trajectories

ET delivers hyper-personalized intelligence. We automate end-to-end intelligence monitoring & analysis using advanced AI and research agents.