



## Award:

# House of the year – software

## Winner:

# Triple Point Technology

★ Standing out in the competitive space of commodity software vending is no easy feat, but the winner of our software house of the year's achievements marked it out in 2004.

Increasing licence sales by 112%, Triple Point earned 25 new and add-on client contracts in 2004. It signed new add-on sales agreements with existing clients including Oxbow, Galaxy Energy Group, Cinergy, Glencore, Irving and Reliance Industries. It also added 10 new clients including Valero and Louis Dreyfus. It had its first business in Africa and added four new customers to its first one in India.

It was also able to repurchase its minority ownership stake from Cinergy, a year ahead of schedule, and is now 100% privately owned again.

Some 25% of Global 500 commodity trading firms and Global 500 energy companies now use Triple Point XL and Triple Point software systems to manage both financial and physical trading.

Triple Point chief executive Peter Armstrong believes what makes his company unique is the way its systems integrate the supply, trading and marketing of commodities, putting the physical and financial side of the business on one platform. Triple Point's specialisation in commodity markets has enabled it to adapt to industry needs better than some of its competitors, Armstrong argues.

"Other vendors come at it from the viewpoint of the financial community and are often trying to take solutions from financial trading and adapt them to commodity markets," he says. "We've only done one thing for 12 years – and that's serve the commodity markets."

Triple Point's software platform gives companies a single view of their position, exposure and risk at any

time, in any market around the globe, he says.

He believes his company is able to serve changing markets by being receptive to change itself. "We are a very opportunistic company. We are nimble and we can act quickly," he says.

The company also attributes its success to its policy of deploying only Triple Point staff as support. "We deploy very complex strategic systems that are key to our clients' commodity trading performance. We need staff that we can rely on to nurture our relationships with the clients. Other vendors have focused on cost and outsourced much of this function," Armstrong says.

Armstrong sees Triple Point's biggest achievement last year as its production of new products and the acceptance of them in the market.

"To sell deeper into our existing customer base is very satisfying, as it shows our customers are happy with us," he says. "To expand the footprint within existing clients shows we are doing something right."

Armstrong refers to Triple Point as a truly global company. Of its 170 staff, at least half are based outside the US. "We're global, our customers are global and our software is global. It can handle time zones, currency, and international as well as regional markets," he says.

"Our most important strength is to handle cross-commodity trading on a single platform – oil, gas, electricity, oil products and even non-energy commodities," Armstrong stresses. "Commodity companies need and want to be able to measure financial and physical risk instantaneously, front office to back office, on a global basis. We firmly believe we are uniquely positioned to do that today with next-generation technology." **ER**



Peter Armstrong, Triple Point

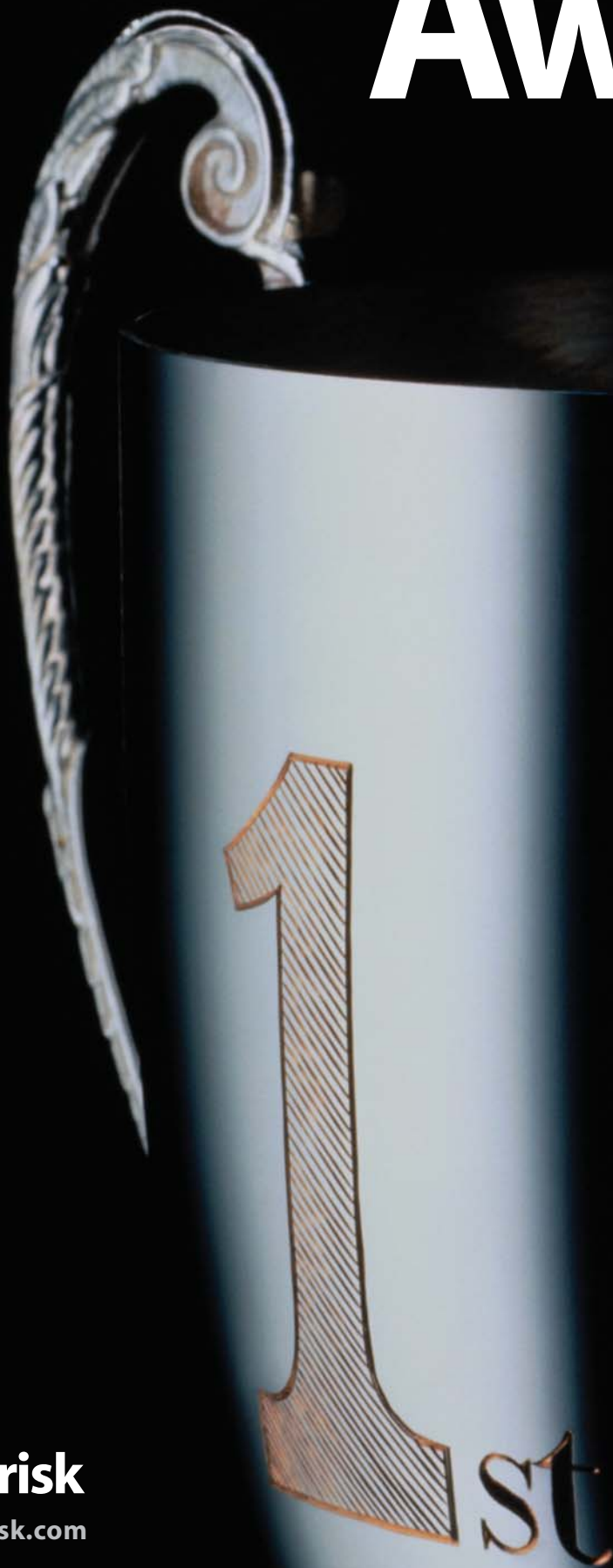
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# Awards

May 2005



Triple Point  
Technology  
Winner  
House of the  
Year  
Software

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