

How Global Reach Provides Their Client with a Website Equipped with Commodity Market Data and Information



Founded in 1995 and headquartered in Ames, Global Reach is one of the most respected and largest web development firms in the state of Iowa. Global Reach has a mission to develop high-end web applications for firms in a variety of industries leaving them with an impressive portfolio of loyal clients. With services in web development, Internet marketing, graphic design, consulting and more, Global Reach has established a very strong presence throughout the Midwest backed by industry experience and a qualified team.

THE PROBLEM

When Global Reach was approached by their agribusiness clients to provide them with a website equipped with commodity market data and information, Global Reach was unsure of where to obtain this content from a reliable and qualified provider.

"We had a couple of clients within the agriculture industry approach us to create them a website, but to also include commodity market data, news and weather," says Mark Bockenstedt, Senior Developer at Global Reach. "The clients who were looking for this content all found cmdty as the preferred data provider for this information," added Bockenstedt.

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"Working with third party data providers is always a challenge, however, the team at Barchart has taken a number of steps towards making integrations with their data very simple," says Bockenstedt. "The interactive tools that are provided by cmdty to allow developers to customize web service calls for retrieving futures are easy-to-use and reliable. This reduces the amount of time we have to spend researching what the service can and can't do," added Bockenstedt.

Global Reach has found a dependable data and futures information provider through Barchart that they can turn to for their ag clients' websites. With a reliable and helpful support team, Global Reach has been satisfied with the quality of customer service and the product.

"When we first started working with Barchart, we had to clear the initial learning hurdle that comes with working through external systems. We got to meet with integration experts from Barchart and discuss what we liked about their services and what we think they could improve," says Bockenstedt. "Not only did they come to our office and listened to our feedback, but they even made some changes that we suggested," added Bockenstedt.

With a recent 20 year anniversary, Global Reach is looking forward to the company's future and also continuing to work with cmdty. "Overall, Barchart has been proactive in helping us improve our integrations to provide the best results we can. We are extremely pleased with the services they have provided to us," says Bockenstedt. For more information on Global Reach, please visit www.globalreach.com.

Barchart is a leading provider of market data and services to the global financial, media, and commodity industries. Our diversified client base trusts Barchart's innovative Solutions across data, software, and technology to power their operation from front to back office, while our Media brands enable financial and commodity professionals to make decisions through web content, news, and publications.

