success story

Great Lakes Trading Company, Inc.

> RPM Select

> Mainframe Printing
> Running a Filter
> Custom Development

"Brooks software works all the time, period. I don't have to walk into work every day wondering if it is going to work or not. As a reflection of that we have been partnered with Brooks for 15 years"

Patrick J. Sullivan
President
Great Lakes Trading
October 2011

BROOKS
INTERNET SOFTWARE, INC.

Founded in the beautiful landscape of Idaho Falls, Idaho in 1995, Brooks Internet Software is a leading developer of enterprise output management solutions. We are a trusted advisor for print solutions within 9 out of the top 10 Fortune Companies (2010), 68% of the Fortune 100 (2010), hospitals, auto manufacturers, state and local government agencies throughout the United States. If you are interested in an exploratory discussion about your printing needs please contact the RPM printing team at 208-523-6970 or email RPM@brooksnet.com.

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RPM helps manage risk and facilitate fast, accurate record keeping in the futures trading business.

THE CHALLENGE   Great Lakes Trading Company, located in Warsaw, IN., was founded in 1994. Executive brokers Patrick Sullivan and Jackie Sleighter have a combined 50 plus years of futures and options market experience. Their company provides a range of investment services for managed futures, asset diversification, and hedging.

The Great Lakes Trading Company needed a fast, reliable, and accurate printing solution as their industry evolved and regulators required detailed trade records.

THE SOLUTION   Great Lakes Trading and Brooks Internet partnered to utilize the RPM print server technology. Pat Sullivan commented,

"I am in the futures trading business where nano-seconds matter in terms of money, especially if there is a problem. The last thing I need is fiddling with software when a trading error occurs preventing the failure notification from printing. Not finding out about it can cost a small fortune or in some cases a large fortune. Thankfully Brooks software is so solid…"

THE IMPACT   The bottom line for Pat Sullivan is that RPM allows him to focus on clients, trading, and running his business by automating print jobs. Instead of being distracted by less important, urgent minutia he is instead focused on activities that drive the business. He reports that RPM helps his business because it "immediately double checks our order accuracy, provides proof of the trade with a time stamp and critical order information, and confirmation when trades get filled." Pat also stated,

"One incorrect contract can be costly if something goes wrong. Brooks helped me set up a printer that lets me know whether or not there is an issue with an order. If there is something wrong the faster I know the better. RPM allows us to immediately double check our order accuracy. It prints out the order with a date, time stamp, and order details which acts as proof and risk management. If there is an issue or question with the order the official time stamp is the one on the RPM print. In addition, when we are handling multiple orders at once the RPM prints them out in the blink of an eye."