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DTN launches Industry's First Operational Decision-Making PlatformÂ for smart agri-trade operations

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DTN , the global leader in operational decision-making for the energy, agriculture and weather-dependent industries, announced the launch of the Operational Decision-Making Platform, a new class of enterprise technology that helps companies protect margins, reduce risk and grow faster through better decision-making.

The current era is characterized by supply shocks, extreme weather, and volatile markets, creating a competitive divide between traditional operators and new decision-ready leaders. A recent PwC survey found that 42% of CEOs believe their companies will not survive the next decade unless they reinvent the wheel, with weak decision-making processes being the main barrier.

DTN's Operational Decision-Making Platform offers a new class of capabilities that combines industry-specific hubs, proprietary real-time data, and operational AI to deliver actionable intelligence when and where it's needed.

"This platform gives operational leaders the clarity, agility and confidence to act, no matter the level of volatility," said Patrick Schneidow, CEO of DTN. "We're helping our clients turn complexity into competitive advantage."

At the heart of the platform are three industry-specific hubs designed around DTN customers' critical workflows.

DTN Ag Hub

DTN Ag Hub provides a real-time digital twin of modern agriculture, integrating intelligence from inputs to growers, traders and consumer packaged goods manufacturers (CPGs). With data on 95% of U.S. farms and access to verified cash bids and carbon scoring, the platform enables smarter pricing, inventory management and sustainability decisions, improving profitability and resiliency across the agricultural value chain.

DTN Fuel Operations Hub

DTN manages 85% of pricing and billing transactions in the North American supply chain every day. The DTN Fuel Operations Hub provides real-time insights across logistics and inventory for sellers, buyers, terminal operators and traders. Embedded AI models and closed-loop workflows enable teams to predict market fluctuations, manage risk and improve margins at the speed their business demands.

DTN Weather Hub

DTN Weather Hub provides hyperlocal forecasting, risk modeling and compliance reporting for your aviation, power and logistics needs, leveraging data from over 70,000 sensors and 180+ meteorologists to translate complex situations into precise action. The platform and DTN's meteorologists allow to act with precision, knowing we're backed by the best data.

"DTN's new positioning emphasizes the need for faster, smarter decisions at scale through its purpose-built platform, decision-grade data and trusted neutrality. "For more than 40 years, DTN has helped the companies that feed, fuel and secure the world. As they face new times of operational complexity, we will continue to help them make faster, smarter decisions when and where it matters most," said Aaron Schellinger, Director of Event Safety at Danny Wimmer Presents.