



MICROSTRATEGY SOLUTIONS FOR ENERGY AND UTILITIES

ENERGY AND UTILITIES COMPANIES USE BUSINESS INTELLIGENCE SOFTWARE TO ACCURATELY FORECAST ENERGY AND UTILITY DEMAND, MAXIMIZE PRODUCTION, AND ASSESS RISK IN AN INCREASINGLY COMPETITIVE, HIGH COST, AND FLUCTUATING INDUSTRY.

Leading companies in the Energy and Utilities sector rely on the MicroStrategy BI platform to make more effective decisions, especially in the following business areas:

ENERGY AND UTILITY DEMAND FORECASTING

- Minimize energy costs and ensure service availability by accurately predicting energy and utility demand based on past results and data mining projections
- Couple research of alternative energy sources with analytics to monitor global energy and utility demand vs. distribution, promote the use of renewable energy, and develop sustainable distribution models

OIL PRODUCTION AND RESERVE ANALYSIS

- Maximize oil production by tracking monthly, annual, and cumulative production data, and comparing revenue vs. cost for individual wells and fields
- Improve the ability to estimate the amount of Original Oil in Place (OOIP) throughout production to determine whether to continue to use, replace, or abandon a reserve
- Ensure maximum accuracy and profitability from exploration ventures by reviewing production trends and forecasting availability

RISK ASSESSMENT AND MANAGEMENT

- Optimize trade ROI by identifying profitable commodity trading partners, reviewing key trends, and allocating capital appropriately
- Effectively gauge the risks involved in energy trading by analyzing predictive models and risk-reward curves

ASSET OPTIMIZATION AND MAINTENANCE

- Conduct thorough reporting on energy generation and outages to better manage field employees, minimize unnecessary equipment usage, and resolve issues as quickly as possible
- Track asset usage, efficiency, and outages to determine which equipment requires preventive maintenance or replacement

OPERATIONS AND CUSTOMER SERVICE IMPROVEMENT

- Streamline call center management, optimize response times, and reduce costs by analyzing wait times, operational inefficiencies, and hourly call center activity

CUSTOMER SUCCESSES

KEYSPAN

- KeySpan's customers, the 'marketers' who sell gas to end users, can log into the KeySpan extranet, view gas usage projections, and make informed decisions as to how much gas should be brought through the pipelines on any given day.
- Four times a day, the MicroStrategy platform compares the actual flow of gas to the projection made earlier in the day and then sends an exception report via e-mail or pager to the marketer and the gas operations department controlling the valves. The alerts notify marketers when they have under- or over-nominated gas usage so that they can make appropriate adjustments.



CASCADE NATURAL GAS COMPANY

- MicroStrategy report development enables the Finance and Accounting departments to perform period-end financial analysis against a Microsoft® data mart and reduce the reporting time to company management.
- End users are able to view the core financial reports via the Web, and explore data by dimensions that were previously unavailable.



The MicroStrategy platform supports the technical needs of Energy and Utilities customers:

- The zero-footprint Web interface allows for managers, executives, production engineers, and customers around the world to have access to their personalized data and perform any ad hoc analysis they desire
- One, central location to control all security policies, access control lists, and permissions allows administrators the ability to maintain security across many facilities and production plants around the globe
- Being able to scale to large data sets while reusing and maintaining only one metadata allows for unlimited growth, which is important for energy and utility companies planning to expand their operations to new areas

"We depend on MicroStrategy technology to monitor the energy usage patterns of all of our customers and to send intelligent alerts if there is a disparity...The MicroStrategy platform provides the scalability and world-class system availability we need to support our most mission-critical business intelligence applications."

— JOAN HUGHES, KEYSPAN

LEARN MORE ONLINE

MicroStrategy was rated #1 in Customer Loyalty, Data Volumes, and Standardization by The BI Survey. For the complete results, visit:

<http://www.microstrategy.com/BIsurvey>

For a list of customers by industry, including Energy and Utilities, visit: <http://www.microstrategy.com/CustomerList>

