MicroStrategy for Energy and Utilities

The digital transformation of Energy and Utilities with MicroStrategy
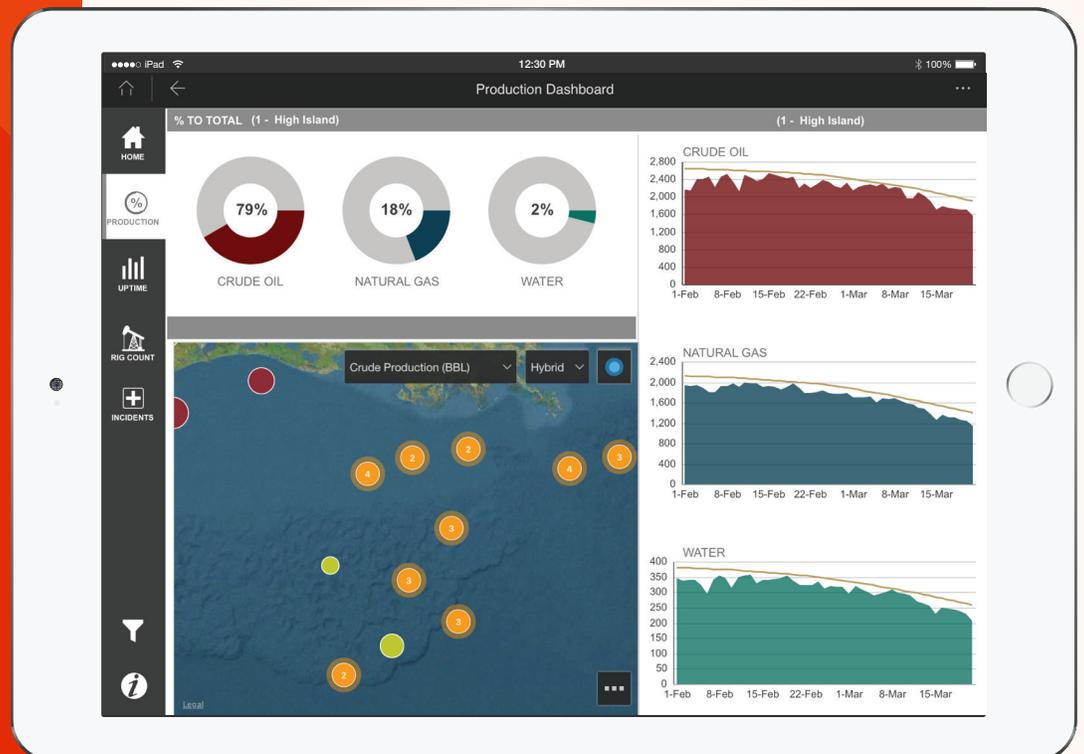
◢ The challenge

The energy and utilities industry faces a vast number of challenges today. Organizations must navigate price volatility, seek out and replace reserves, run large global operations, and effectively manage risk and changing regulations—all while staying profitable. Aging infrastructure, increasing customer demands, and the emergence of new technologies also contribute to this challenging business environment. To stay relevant, it's critical for energy and utility companies to harness the power of data to drive performance and efficiency.

◢ The solution

MicroStrategy is an integrated platform that energy and utility companies can use to deploy customized, data-driven applications that meet their complex and unique needs. These powerful, secure solutions can help companies automate reporting and streamline processes in order to better manage workforces, customer service, supply chain activities, and regulations, as well as production, generation, and refinement operations. These high-performance applications can easily scale up to meet the needs of employees across the organization. And with our mobile platform, organizations can build custom, native apps that empower employees from executives to field operations or service employees with the tools they need to increase productivity and make better business decisions.

MicroStrategy

Top Energy and Utilities applications

◢ **Explore**

Leverage analytics to better manage oil, gas, and mineral exploration data related to surveys, exploration wells, and land leases.

◢ **Production/generation analysis**

Optimize production processes by using analytics to better manage assets, maintenance, reserves, demand forecasting, and more.

◢ **Field operations**

Mobilize energy and utility operations to help improve business agility, decision-making speed and quality, and workforce and asset productivity.

◢ **Health, safety, and environment inspection**

Streamline inspection and documentation processes and improve the communication of health, safety, and environmental issues and trends.

◢ **Supply chain analysis**

Minimize delays, reduce inefficiency, and maximize profit margins with real-time insight into the transportation, transmission, and storage of energy.

◢ **Operations analysis**

Analyze and monitor complex plant operations and get real-time insight into product quality, energy consumption, workforce performance, safety, and more.

◢ **Sales and distribution**

Streamline communication and boost the productivity of sales teams by providing them with instant access to critical systems and information.

◢ **Field service**

Improve productivity with mobile apps that facilitate a smarter, more agile field services workforce.

◢ **Marketing**

Leverage analytics to optimize marketing campaigns and better compete in deregulated energy markets.

◢ **Customer analysis**

Use powerful analytics to better understand customer information related to energy consumption, revenue, service, engagement, and more.

◢ **Customer portal**

Provide customers with timely insight into their energy usage, costs, billing information, and consumption levels compared to similar homes.

◢ **Financial analysis/ executive reporting**

Streamline enterprise performance management and financial reporting processes to ensure that decision-makers have instant access to critical data.

◢ **Risk management**

Effectively manage the requirements associated with external and internal risk mitigation.

◢ **Call center operations**

Leverage real-time analytics and comprehensive security capabilities to help prevent fraud and closely monitor customer service-related KPIs.

Energy and utility companies rely on MicroStrategy to build powerful analytics and mobility applications that transform data into real-world intelligence and help them answer their toughest business questions.

Our Energy and Utilities customers include:

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