



Tomorrow's industry leaders will be those who make better strategic decisions & seek data liquidity.

Select energy customers

Preem Petroleum AB
Idaho Power Company
Pennzoil QuakerState
Kennecott Utah Copper

Introduction

Energy companies are facing more complex business challenges than ever before. Prices are fluctuating, exploration and transportation costs continue to rise, and energy resources are harder to extract. Plus, with deregulation, re-regulation and consolidation, companies are finding it even more difficult to compete and increase shareholder value.

This volatile nature of the industry, combined with fluctuating markets and competitive structures, produces an increased need for informed and reliable analysis of data assets. At a time when internal resources are being reduced in order to cut costs, having the right analytic technology can mark the fine line between success and failure.

ProClarity Helps Overcome Energy Industry Challenges

Despite the many changes taking place in the energy industry, certain realities have not changed. Businesses still need to discover, process and move products. They also need to exchange options, material assets, and energy resources, while optimizing their operations to achieve faster growth, reduce costs and create stronger relationships with trading partners. Tomorrow's industry leaders will be those companies that make better strategic decisions, and get the most advantage out of their data assets. The innovative ProClarity[®] Analytic Platform leads the way in improving decision making throughout the enterprise.

The energy industry, like most others, is beginning to use business intelligence (BI) technology to aid management analysis and decision making. Accurate, usable and timely information is becoming recognized as an important factor in managing business operations. The ProClarity Analytic Platform gives energy companies the power to quickly explore and interact with complex information from many disparate data sources. Imagine the impact if at any point within the day, from any desktop, key decision makers were empowered to discover answers to critical questions in a way they never have before. ProClarity provides the technology to turn massive amounts of stored corporate data into a decision-making asset for energy companies.

Key Applications

In order to answer the pressing questions they face in this environment, energy decision makers need to be able to easily uncover and clearly communicate key performance criteria in the following areas:

- Demand Management
- Rate analysis to satisfy the information demands of regulatory agencies
- Cost analysis and control
- Financial analysis
- Forecasting and distribution management
- Supplier performance tracking to enable improved contract negotiations
- Customer analysis such as integrating customer energy patterns with consumer buying behavior
- Comparison of pipeline efficiencies, processing performance and transportation performance



“ProClarity has helped satisfy customer demand by enabling us to determine solutions for inefficiencies in producing and delivering power.”

Bob Simms
Financial Application Support
Team Leader
Idaho Power

Benefits

Energy companies who capture the power of the ProClarity Analytics Platform to improve corporate decision making can expect to receive benefits in the following areas:

- Reduced costs as a result of improved vendor negotiations
- Better understanding of business operations by integrating information across global operations
- Enhanced revenues from improved rate analysis in a regulatory environment
- Reduced time required in the decision cycle and improved accuracy of information
- New revenue opportunities by enhancing the ability to expand into new markets through the successful identification and anticipation of key market drivers
- Risk management and cost control
- Improved operating margins by monitoring usage trends, productivity rates and historical geographic product profitability
- Improved plant efficiencies by correlating downtimes with scheduled maintenance

Additional business benefits of the ProClarity Analytics Platform include promoting collaboration and workflow. The process of sharing improved data understanding increases collaboration, and the fact that these are electronic files aids dissemination and workflow. This all amounts to a closed-loop decision-making system with output from analysis being captured as briefing books for ongoing decision-making.

ProClarity Corporation

ProClarity Corporation delivers decision support software and services that increase the speed at which organizations can make informed business decisions that are optimized to directly influence business profitability. ProClarity ensures maximum return on technology investment and widespread user adoption by delivering solutions tailored around business processes and decision-making workflows. Learn more by going to www.proclarity.com.

ProClarity International b.v.
Waterman 7b, 5215MX 's-Hertogenbosch
The Netherlands
+31.73.681.0800
sales@proclarity.nl

ProClarity Corporation
500 South 10th Street
Boise, ID 83707
(208) 344-1630
sales@proclarity.com
www.ProClarity.com

ProClarity Asia
105 Cecil Street
#11 - 04, The Octagon
Singapore 069534
+65 6293 6879
sales@proclarity.nl