

Informatica in Energy and Utilities

BENEFITS:

Achieve Greater Business Value

- Reduce IT infrastructure cost and complexity by unlocking data from its original applications and promoting reuse across the enterprise
- Increase business confidence and decision-making capabilities—even during tumultuous times
- Adhere to regulatory compliance standards—including those related to physical and cyberspace security, environmental performance, rate information and asset management—with clear audit trails and high data reliability
- Improve customer service initiatives, identify new customer sectors and better understand customer preferences
- Increase operational efficiency, productivity and responsiveness to business demands

Key Informatica Capabilities

- Broad access to all enterprise data, regardless of type, structure or source
- An open, platform-neutral architecture to minimize risk and vendor lock-in
- Powerful data cleansing, matching and reporting and monitoring capabilities in a single solution
- Enterprise-class security, scalability, reliability and availability
- A shared services approach based on metadata and open standards for transparency, interoperability and flexibility

“PowerCenter® enabled us to ensure data quality and reuse mappings, workflow, and target tables to save time at every stage in our data migration effort. By helping to simplify and streamline the project, PowerCenter helped us to save at least \$250,000 in labor costs.”

— Lisa Kelley, Project Manager, Southern Company

Informatica is helping leading energy and utilities companies worldwide to integrate data in a timely, cost-effective manner across multiple systems, unlocking the full business potential of that data and accelerating its impact on the bottom line.

Successful Strategic Decisions Require Complete Data

Most organizations in the energy and utilities industries face three significant challenges:

1. Efficiently managing or increasing supply while reducing costs through improved operational efficiency
2. Establishing a robust regulatory compliance framework while maximizing the effects of changing rules and regulations
3. Improving responsiveness to ongoing industry changes

Addressing these challenges requires clean, consistent and accurate data integrated from disparate sources across the enterprise, housing information related to supply availability, system capacity and real-time market price metrics.

Supply Management with Operational Efficiency

Faced with ever-increasing demand, energy companies continue to explore how to most effectively increase supply, while utilities companies work to more efficiently balance their supply and customer needs. To combat the erratic price fluctuations and aging infrastructure characteristic of the energy and utilities industry, companies look for ways to improve operational efficiency by investing in new technologies—while making the most of often limited IT budgets. This effort pressures IT departments to continually control costs and provide increased value, while trying to keep up with business demands.

However, several significant data roadblocks stand in the way. A high volume of mergers and acquisitions has spurred more data fragmentation, with data coming in multiple formats, with multiple data definitions and varying degrees of data quality. Incorporating data from such new applications as intelligent grid systems, smart metering and more sophisticated exploration applications is challenging, as is ensuring that the data overall is clean, consistent and integrated.

AMEREN CORPORATION

Ameren, a St. Louis-based energy provider with 2.3 million electricity and 900,000 natural gas customers, faced a significant business and IT challenge when it acquired utility CILCORP and its 275,000 customers. To ensure consistent customer service and satisfaction, Ameren needed to migrate mission-critical CILCORP billing, order processing, accounts receivable and related data from legacy OS/390 mainframe

systems into its Oracle database. Informatica PowerCenter, implemented by Informatica partner Accenture under its Accenture SolutionWorks integration practice, proved to be the optimal solution. The Ameren migration was accomplished on time and under budget thanks to PowerCenter's native mainframe access, reuse of PowerCenter mappings and Informatica/Accenture collaboration on migration best practices. Informatica is now

the data integration standard at Ameren after helping the company in the migration project realize:

- A 30% reduction in data migration costs
- Improved source data quality for business accuracy
- Single customer view for enhanced service, marketing and field operations

Regulatory Compliance and Evolving Rules and Regulations

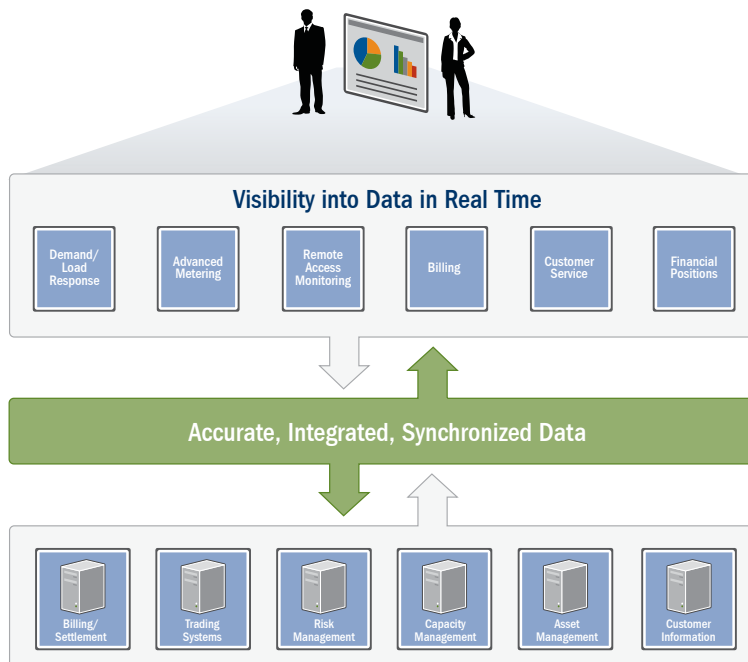
Regulatory compliance is a key business challenge facing the energy and utilities industries, and evolving rules and regulations issued by the government add to the complexity of conducting business. In terms of regulatory compliance, numerous standards govern the way companies in these industries must operate, including guidelines regarding physical and cyberspace security, pipeline integrity, reliability, environmental protections and trading, as well as the Sarbanes-Oxley Act and Energy Policy Act in the United States.

Most energy and utilities facilities have handled compliance reporting and management in discrete categories—by geography, business unit, or business function. They have not had the visibility into their operations to understand how they can most benefit from changing industry rules. This decentralized approach is insufficient to meet new and more stringent compliance requirements and take full advantage of changing rules and regulations. In addition, companies need to be confident that the data used for reporting purposes is high-quality and accurate. Companies must find a way to pull consistent, reliable and auditable data from many disparate sources to simplify and provide accurate reporting on regulatory compliance while ensuring that frontline

managers and executives have real-time access to the information. This includes dashboards and appropriate triggers to alert staff to potential compliance issues, so they can react on a timely basis.

Industry Changes

Deregulation, changing energy policies, supply management concerns and continued price fluctuations are creating seismic shifts in the energy and utilities industries. As a result, companies in these industries need better ways to manage and monitor activities across many business segments and arenas. At the same time, tighter competition and increased complexity of operations heighten the need for more targeted marketing efforts and a better understanding of customers.



Operational Efficiency Example

With limited IT budgets, unpredictable market pricing and challenges managing aging infrastructure, companies in the energy and utilities industries are constantly focused on improving operational efficiency. By integrating data from disparate sources, managers can have a holistic view of operations across the entire organization, and are armed with the information they need to make key business decisions that directly influence the bottom line.

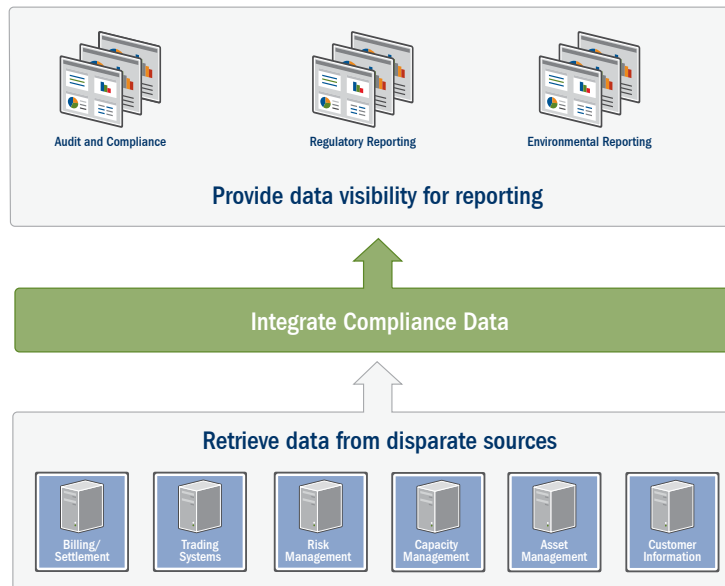
To accomplish these goals and respond more quickly to change, energy and utilities companies need to harness the data that is locked in individual information silos throughout their organizations and ensure that this data is consistent and complete. The inability to create a single accurate view of enterprise data across multiple operational systems (such as customer information systems, billing, risk management, financial trading) leads to several problems, including compromises in customer service and missed market opportunities. A holistic view of the business is even more critical when that business is cyclical and seasonal. By transforming raw data into a strategic asset, the companies that can maneuver adeptly through the high and low cycles gain competitive advantage.

Informatica Puts Accurate, Integrated Data at Your Fingertips

Energy and utilities corporations are rich in information—the question is whether they are able to leverage the full value of this data for managing their business. In many cases, the data resides in information silos that IT must cleanse and integrate before it becomes meaningful. Informatica’s enterprise data integration platform offers the key capabilities that energy and utilities companies need to harness data and deliver it when and where needed.

An Accurate, Holistic, Right-Time View of Data

Energy and utilities companies need an accurate and holistic view of data, including customer, pricing, supply availability and capacity use, which they must access and integrate from multiple systems. Informatica data integration software provides easy access to the data locked in these disparate environments, including proprietary legacy systems. Informatica allows companies of all sizes to access, discover, cleanse and integrate virtually any and all data including structured, unstructured and semi-structured data; relational, mainframe, file and standards-based data; and message queues and deliver that data throughout



Regulatory Compliance

Regulatory compliance is a key challenge for companies in the energy and utilities industries, with numerous standards and regulations governing nearly all aspects of their businesses. To ensure compliance with these regulations, energy and utilities companies must retrieve, compile and integrate data from multiple sources to be able to provide federal and state regulators with accurate, up-to-date information on the state of their business.

the enterprise at any speed. The Informatica platform offers unparalleled performance and scalability to manage rapidly growing data volumes and shrinking response windows.

To further increase the value of data, Informatica software delivers quality data at the right time, depending on the business need, be it real-time, hourly, monthly, or somewhere in between. Our platform also provides data confidence and delivers data where it is needed: to an application, a data warehouse, other operational systems, or end users who can readily access the data in reports, dashboards and alerts.

Making Data Flexible, Reusable, and Productive

In a rapidly changing and highly competitive environment, energy and utilities companies must be flexible and react quickly to change. The IT divisions are under constant pressure to deliver new projects and capabilities faster. However, the complexity and difficulty of these IT tasks can increase exponentially, especially as energy and utilities companies struggle to keep up with the demands of a rapidly

changing marketplace. To reduce complexity and increase productivity, organizations need a flexible solution that allows them to access, reconcile and transform data into a strategic, reusable asset.

To meet this need, Informatica provides a single, unified enterprise data integration platform designed to deliver data integration services that enable organizations to realize the full business value of their enterprise data assets. As part of a service-oriented architecture Informatica enables organizations to leverage data services to access, discover, cleanse and integrate data, wherever and in whatever form it resides to ensure that the organization receives data that is consistent, accurate and timely. Offering unparalleled ease of use, Informatica can decouple data from underlying applications, promoting reuse and flexibility, while ensuring the consistency, accuracy and overall quality of the data. This in turn reduces time to results and enables energy and utilities providers to deliver on a broad range of business imperatives or IT initiatives.

Delivering Data Confidence

When you know the source of your data, you have faith in that data. But with data becoming increasingly fragmented due to the proliferation of applications and systems, the quality of data becomes an issue, especially as organizations continuously generate increasing volumes of data. Users need to be able to trust the quality of their data, so they can be confident that the business decisions, IT initiatives, or reporting underway are based upon data that is complete, consistent and accurate.

Informatica has the most comprehensive data quality solution available on the market, designed to put the control of data quality processes in the hands of business. By providing a complete process for measuring, monitoring, tracking and improving data quality at multiple points across the organization over time, Informatica empowers business information owners to implement and manage effective and lasting data quality processes across the entire enterprise. With Informatica data quality solutions, companies can profile multiple data sources; cleanse, enrich and validate all enterprise data; monitor and scorecard data quality over time and against targets; and control and manage ongoing data quality across the enterprise.

In addition to Informatica's powerful data quality capabilities, Informatica's metadata-driven architecture documents the lineage of the data as it is accessed, altered, or moved, providing an audit trail and ensuring end-to-end data integrity throughout the life cycle.

By delivering valid data, capturing data definitions and documenting relationships, Informatica offers energy and utilities companies a strong foundation for making smart business decisions, improving customer and channel relationships, and ensuring superior auditing and reporting capabilities for regulatory compliance.

Informatica: The Energy and Utilities Industries' Most Trusted Source for Data Integration

Informatica works with top energy and utilities companies around the world to accelerate time to results for their data integration initiatives, delivering high quality, holistic information with the broadest data access available on the market. With Informatica, organizations can access and integrate data from virtually any business system, in any format and deliver that data throughout the enterprise at any speed. Informatica's robust partner ecosystem includes leading technology and consulting firms that can deliver solutions specific to the needs of the energy and utilities industries.

ABOUT INFORMATICA

Informatica Corporation is a leading provider of enterprise data integration software and services. With Informatica, companies can gain greater business value by integrating all their information assets from across the enterprise. More than 2,700 companies worldwide rely on Informatica to reduce the cost and expedite the time to address data integration needs of any complexity and scale.

INFORMATICA
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SOUTHERN COMPANY

Atlanta-based Southern Company is one of the largest electricity producers in the U.S., with nearly 4.1 million customers in Georgia, Alabama, Mississippi, and Florida. A subsidiary, Southern Nuclear, operator of three nuclear power plants, needed to retire its legacy IDMS mainframe systems to modernize data management, share information across the facilities and better meet strict federal licensing requirements. It turned to Informatica PowerCenter to power a large-scale migration of 15 years worth of complex IDMS data to Oracle databases that would support a new workflow and document management system. With PowerCenter, Southern was able to complete the migration in less time and with fewer developers than originally planned. PowerCenter's codeless development and reusable mapping were instrumental in enabling Southern to accelerate project completion and mitigate cost and expense. PowerCenter enabled Southern to:

- Save \$250,000 in labor costs
- Cut migration project time by 25%
- Reduce IT project staff from 18 to six