

# Southwest Power Pool



## Summary

Southwest Power Pool is a regional transmission organization that manages the bulk electrical system to ensure reliable and cost-effective energy for ~15 million customers. SPP plans to save its members \$100 million annually via a real-time “Integrated Marketplace” that balances regional energy supply and demand, and enables wholesale energy to be bought and sold.

## About Informatica

Informatica Corporation (Nasdaq:INFA) is the world’s number one independent provider of data integration software. Organizations around the world rely on Informatica to realize their information potential and drive top business imperatives. Informatica Vibe, the industry’s first and only embeddable virtual data machine (VDM), powers the unique “Map Once. Deploy Anywhere.” capabilities of the Informatica Platform. Worldwide, over 5,000 enterprises depend on Informatica to fully leverage their information assets from devices to mobile to social to big data residing on-premise, in the Cloud and across social networks. For more information, call +1 650-385-5000 (1-800-653-3871 in the U.S.), or visit [www.informatica.com](http://www.informatica.com).

## Business need

- SPP coordinates across 75+ members to:
  - improve the regional balancing of energy supply and demand
  - ensure reliable, cost-effective energy for 15 million consumers.
- SPP planned to launch an “Integrated Marketplace” enabling members to buy and sell wholesale energy reserves in both a day-ahead and real-time market
- The organization must adhere to rigorous reporting requirements of FERC/ NERC industry regulations.

## Challenge

- SPP needed to replicate data collected by production transactional systems from 400+ source systems (including energy produced and consumed and power line data) into an analytics data source, making it available for analysis and reporting in the Integrated Marketplace.
- The scale of transactional data made it prohibitive to manage in the production database because Integrated Marketplace requires optimal performance, stability and scalability to operate effectively.

## Solution and results

- The Informatica Platform and data replication functionality facilitates near real-time data replication into an analytics data source that is optimized for analysis and reporting.
- The solution reduced typical analysis time from one day to 20 minutes, resulting in significant uplift in simulated scenarios for improved energy service provision.

## Inside the Solution

- Informatica PowerCenter
- Informatica PowerExchange
- Informatica Data Replication
- Informatica Data Explorer