

Energy & Utilities

The Adaptive Insights Business Planning Cloud enables energy and utility organizations of all sizes to collaboratively plan and model, easily access real-time analytics, and streamline complex reporting. You get easy, powerful, and fast software that empowers finance and operations teams to better manage the business. It's easy, so you can plan as a team. It's powerful, so you can model anything and analyze everything. And it's fast, so you can model rapidly and adapt quickly. With this best-practice active planning process, you can plan and adapt without compromise.

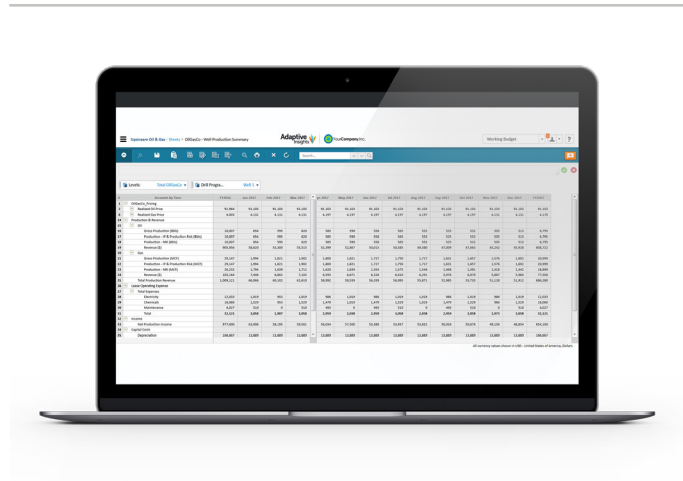
Adaptive Insights provides energy and utility companies with a performance management system that includes multidimensional, driver-based modeling capabilities and integrated P&L and cash flow planning and reporting.

Planning and Reporting Challenges

The energy and utilities industry faces myriad issues, including governmental policy shifts and new environmental regulation, fluctuating consumer demand, price volatility, emerging competitive forces, and cash flow challenges.

Energy and utility planning challenges include planning for corporate growth as customer demand changes and matching demand (e.g., kilowatt hours, gallons, cubic feet, tons), which drives revenue, with supply (e.g., lease rates, purchased or produced energy, mined coal), which drives costs. Cost planning also includes detailed projections of personnel, in multiple categories.

In this environment, energy and utility companies require a planning and reporting system that delivers accuracy, data integrity, timely access to key operating and financial metrics, and the ability to frequently reforecast and perform what-if analyses. They must be able to manage expenses and capital requirements, monitor variances, and establish management accountability. Spreadsheet-based systems



are inefficient, error-prone, and fundamentally unsuited for the complex, dynamic planning and reporting required by energy and utility companies.

The Adaptive Insights Solution

Adaptive Insights has been successful in helping energy and utility companies streamline their planning and analysis, allowing them to:

- Use driver-based planning for sales, with units such as kilowatt hours, gallons, cubic feet, or tons of coal, and pricing that can vary across customers or geography, or even within large customers by contract
- Use driver-based planning for costs, including such variables as lease rates and purchased or produced energy
- Plan multiple categories of employee expenses, such as direct and indirect labor, union and non-union pay grades, and plan for multiple shifts, turnover, and workforce redundancy
- Plan variable and fixed costs, with variable costs tied to cost units and direct labor, and fixed overhead costs derived from history or activity-based cost forecasting
- Analyze profit margins across dimensions such as commercial, industrial, and residential customers, and geographies
- Model integrated P&L, balance sheet, and cash flow statements, with effects of demand, supply, and capital spending on available cash

“There used to be ambiguity about whether certain activities were adding value—now we’re more confident, and we can quantify the value better.”

– NARAYANA SWAMY, PHD, FP&A MANAGER, DOE RUN

Adaptive Insights Business Planning Cloud

- Use dashboards to manage key performance metrics, including rates, usage, price, and energy charges
- Perform what-if scenario analysis, e.g., for various billing rate schedules, to analyze the impact on revenue and the bottom line
- Easily perform variance analysis, including to drill down into underlying transaction detail from other systems
- Distribute report books via email for financial presentations such as board packages and executive reporting

Adaptive Insights’ software as a service (SaaS) model is a natural fit for the energy and utility industry and provides exceptional value. As a SaaS solution, no new hardware, software, or IT support is required for initial implementation or ongoing maintenance. It’s also intuitive and easy to use. Adaptive Insights’ SaaS infrastructure and corporate performance management engine saves time and effort with built-in intelligence. Tight linkages with Microsoft

Office products enable quick creation of board-quality reporting. Customers can avoid the wasted time associated with spreadsheet-based systems. The web-based, highly customizable interface utilizes and improves upon Excel, allowing interaction by all types of employees with virtually no training.

Select Energy and Utility Customers Include:

Blue Star Gas	South Central Indiana
Consumers Energy	Southwest Energy LLC
ElectriCities of North Carolina Inc.	Southwest Gas Corp.
Energy Focus Inc.	Star Gas Partners
EnerNOC	TransCanada Turbines
Engie North America Inc.	Trustpower
Kissimmee Utility	Vermont Energy Investment Corp.