

## Adaptive Suite

# Focus on Energy & Utilities

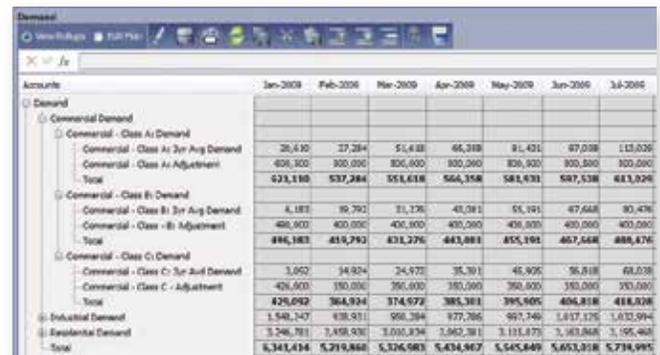
Adaptive Insights provides energy and utility companies with a Corporate Performance Management system that includes multi-dimensional driver-based modeling capabilities and integrated P&L and cash flow planning and reporting.

## Planning & Reporting Challenges

The energy and utilities industry faces a myriad of 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 hour, gallons, cubic feet, tons), which drives revenue, and supply (e.g., leased rates, purchased or produced energy, mined coal), which drives costs. Cost planning also includes detailed projections of personnel, in multiple categories.

Cash-constrained energy and utility companies require a planning and reporting system that delivers accuracy, data integrity, timely access to key operating and financial metric, 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.



Accounts	Jan-2009	Feb-2009	Mar-2009	Apr-2009	May-2009	Jun-2009	Jul-2009
<b>Demand</b>							
Commercial Demand							
Commercial - Class A Demand	20,610	27,284	51,438	66,518	91,421	87,038	113,020
Commercial - Class A Adj. Demand	-406,300	300,000	300,000	300,000	300,000	300,000	300,000
Total	<b>523,110</b>	<b>527,284</b>	<b>551,438</b>	<b>566,518</b>	<b>581,421</b>	<b>587,038</b>	<b>613,020</b>
Commercial - Class B Demand	8,183	39,792	31,126	43,081	51,191	87,648	90,476
Commercial - Class B Adj. Demand	400,000	400,000	400,000	400,000	400,000	400,000	400,000
Total	<b>408,183</b>	<b>439,792</b>	<b>431,126</b>	<b>443,081</b>	<b>451,191</b>	<b>487,648</b>	<b>490,476</b>
Commercial - Class C Demand							
Commercial - Class C - 3yr Adj. Demand	3,052	34,924	24,922	35,701	45,905	56,818	68,038
Commercial - Class C - Adj. Demand	426,000	350,000	350,000	350,000	350,000	350,000	350,000
Total	<b>429,052</b>	<b>384,924</b>	<b>374,922</b>	<b>385,701</b>	<b>395,905</b>	<b>406,818</b>	<b>418,038</b>
Industrial Demand	1,542,247	1,818,531	958,384	977,286	897,740	1,817,125	1,832,994
Residential Demand	3,246,781	3,408,930	3,000,334	2,962,381	3,111,873	3,163,868	3,195,468
<b>Total</b>	<b>5,348,414</b>	<b>5,219,868</b>	<b>5,126,983</b>	<b>5,434,967</b>	<b>5,545,849</b>	<b>5,653,918</b>	<b>5,739,995</b>

## The Adaptive Insights Solution

Financial planning and analysis in the energy and utility environment requires a flexible budgeting, forecasting, and reporting solution.

- Efficiently manage and coordinate revenue and cost planning in relevant units, driving an integrated financial plan, with the capability to run what-if scenarios
- Provide driver-based planning
- Integrate P&L with balance sheet/cash flow planning
- Report on key metrics necessary for decision-making, and on variance detail for analysis

## Adaptive Suite

Adaptive successfully helps dozens of energy and utility companies streamline their planning and analysis.

- Use driver-based planning for sales, with units such as kilowatt hour, gallons, cubic feet, 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 leased 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
- 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
- Use reports to perform variance analysis, including drill-down into underlying transaction detail from other systems
- Distribute report books via email for financial presentations such as board packages and executive reporting

**“Our managers and analysts already access Adaptive Planning from 50+ locations across North America. Driving mobility and collaboration means that they can even more effectively plan and model from anywhere, and together we’re tracking and collaborating around where we are in the cycle.”**

—Rodney Engel  
Director - Performance Control,  
GDF Suez North America

## Adaptive Suite

The Adaptive cloud is the perfect solution for energy and utility companies.

- It provides exceptional value. Adaptive's solution provides a five-year ROI of up to 650% compared to using spreadsheets, and has a total cost of ownership that's up to 77% less than on-premise alternatives. And it's low-risk, with the options of free trials and phased implementations.
- There is no IT involvement required. It's in the cloud, so no new hardware, software, or IT support is required for initial implementation or ongoing maintenance.
- It's intuitive and easy to use. Adaptive's CPM engine saves time and effort with built-in intelligence. Customers can avoid the wasted time associated with spreadsheet-based systems. And its web-based, highly customizable, Excel-like interface is easy for all types of employees to learn and use.

**“Just do it. For those people who are still on the fence about moving off Excel, once you have gone through the process and seen what is like, Adaptive Planning is night and day.”**

—Alfred DiCampo  
Operations Group Controller,  
GDF Suez

### Select Energy & Utility Customers Include:

- Bloom Energy
- Bruce Power
- CleanScapes
- The Doe Run Company
- EnerNOC
- Fairfield Nodal
- Flint Energy Services
- GDF SUEZ
- GreatPoint Energy
- Jaguar Mining
- Kanawha River Terminals
- Kissimmee Utility Authority
- McMinnville Water & Light
- Nexant
- Qatargas
- Scientech
- Siemens Water Technologies
- Solazyme Inc.
- South Central Indiana REMC
- Star Gas Partners
- Vermont Energy