



News Release

FOR IMMEDIATE RELEASE

Business Intelligence Drives More Effective Decisions, Utility Professionals Reflect At EUCG's 35th Anniversary Workshop

SAN ANTONIO (May 1, 2008) – An electric utility's success is related to how well and how fast the right information and intelligence get to the right people, author and business consultant Gary Cokins, cautioned attendees of EUCG's semiannual spring workshop held in San Antonio in April. EUCG, a global association of energy and electric utility professionals, meets to discuss current and emerging industry issues, share best practices and exchange data for benchmarking purposes. The association celebrated its 35th anniversary at its spring workshop. Cokins is an expert in Performance Management for SAS, a leading business intelligence software provider.

"Utilities are not unlike other industries that spend tons of resources collecting information, including measuring all aspects of operational performance under the sun, but failing to convert this information into actionable intelligence," said Cokins. The author of *Performance Management: Finding the Missing Pieces to Close the Intelligence Gap*, he stressed that "most businesses can tell you its customer satisfaction score or on-time delivery performance, but cannot tell you with great certainty what drives these scores. The data is often treated as discreet measurements but in reality these scores are inter-related and interdependent. Performance Management and Business Intelligence programs provide much needed context and advance management decision making."

"The EUCG membership spent a great deal of workshop time sharing best practices and discussing individual business intelligence and performance management programs," said EUCG President and Tennessee Valley manager Stephen Saunders. "Rapid decision making is becoming increasingly important within the electric utility industry, and our members are discussing how to leverage human, technological and financial resources to support quick action."

"Our industry is data intensive, and Mr. Cokins challenged utilities to convert this information into intelligence to help drive customer satisfaction and shareholder wealth," said EUCG Vice President Mark Derry of Exelon (NYSE: EXC). "Our ability to manage utility operations through the present day supply and cost challenges may rest on how well we're able to use intelligence to justify capital programs, secure revenue adjustments and communicate with customers in a meaningful way."

EUCG welcomed approximately 180 workshop participants from over 60 different utilities, including four foreign countries to its spring workshop, said George W. Sharp, EUCG International Marketing Director, of American Electric Power Company (NYSE: AEP). "Our workshop theme focused on leveraging information to improve business decisions, and many of the presentations addressed that topic," said Sharp. Each committee pursued individual workshop agendas, including:

- **Nuclear Committee:** Presentations during the workshop included an update on the construction of a new nuclear plant in Romania and an interactive panel discussion on Project Management practices within four major companies. David Ward, EUCG Nuclear Committee Chair from Duke Energy (NYSE: DUK) states "Our committee continues to provide a forum for discussions on key industry topics and a network for obtaining a blend of company solutions to emerging initiatives. With the prevailing nuclear renaissance, new issues are being discovered and we believe strongly in nuclear technology playing an important role in balancing the world's need for environmentally friendly energy supply." Other topics discussed by the nuclear committee involved recent developments in nuclear fuel management, and improving the committee's database to assist members in transforming the data into business intelligence, concluded Ward.

- **Fossil Committee:** Plant safety and cost management were the overriding themes discussed by the fossil committee, reported Chairperson James Patrick of Ameren (NYSE: AEE). “Safety continues to be a popular topic for our committee, and we were able to review a couple of fantastic safety-related case studies from our members.” The cost impact of managing current and future environmental regulations continues to weigh heavily on the minds of the membership, reported Patrick. “We are planning to discuss how members develop their long-term capital plans during the upcoming fall conference, along with presentations in the areas of safety, the environment and the building of new power plants.”
- **Information Technology (IT) Committee:** The IT Committee focused on refining its cost benchmark model and sharing information about member companies’ corporate environments, IT organization structures, CIO metrics, and IT governance models. Best practice discussions centered on case studies of technologies that member companies use to support key business functions. “One company described its use of data warehouse technologies to support business analytics and decision making; another shared its lessons learned from implementing project and resource management practices and technologies to optimize staff utilization and project planning functions,” said Jack Flack, Committee Chairperson from the Tennessee Valley Authority. “Our members are interested determining the optimal resource allocation and structure within a utility for an IT department,” said Flack. “We plan to spend much of our workshop time during the fall continuing discussions about lessons learned by our members during the execution of major IT projects. We also plan to discuss Smart Metering and integrated work management issues when we meet in San Francisco this September.”
- **Hydroelectric Committee:** Hydro plant staffing, work force planning and data analysis for management decision making were the overriding themes that the hydro committee discussed during the spring conference, according to Committee Chairperson Jim Miller from TVA. “We are focusing much of our efforts on using our committee’s database to determine best performers and, more importantly, what processes, resources and best practices help drive these best performers,” said Miller. The fall conference will continue developing on the theme of best performers, including an updated analysis of member accomplishments over the past three years.
- **Transmission and Distribution (T&D) Committee:** The T&D committee attendees heard presentations about the SmartGrid concept, and the impact that renewable energy and energy storage will have on future utility operations, among others. T&D members are planning to discuss during the fall conference execution strategies for developing a successful safety culture, developing and implementing disaster recovery plans, and a roundtable of different members “green” strategies.

EUCG will hold its 2008 fall workshop in San Francisco, Sept. 14 – 17, when it will continue celebrating its 35th year of existence. All energy professionals are invited. Interested parties should visit the EUCG website (<http://www.eucg.org>) for more information.

About EUCG: EUCG is a global association of energy and electric utility professionals who discuss current and emerging industry issues, share best practices and exchange data for benchmarking purposes. The 35-year-old association is organized into five separate committees that represent specific utility functions: Transmission & Distribution (T&D), Fossil Plants, Hydro Plants, Nuclear Plants and Information Technology (IT) departments. Members attend semi-annual workshops that focus on strategic planning, maintenance practices, operations management, outage management and various other aspects of the electric utility business. Membership is open to all utility companies and professionals worldwide. Interested parties should contact Pat Kovalesky, EUCG Executive Director, at 1-623-572-4140. Email: eucgexec@cox.net . Website: <http://www.eucg.org> .

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