

The Challenge

Optimizing Power Generation Assets and Maximizing your Return

How to provide critical visibility to your Asset Managers, Dispatchers and Power Marketers and decision making tools to improve yield from your asset capabilities and power portfolios?

TYING IT TOGETHER

Generation, Asset Management and Power Marketing

In today's electric energy market place, the delay in bringing Generation and Marketing information together puts Asset Managers, Dispatchers and Power Marketers at a disadvantage in optimizing assets and maximizing return. Firms suffer from not having true integrated real-time visibility into their generation and marketing activities. SoftSmiths' e-Merchant delivers the crucial link between Energy Management Systems and Marketing activities.

Maximizing Returns Through Effective Generation and Marketing Strategies

In a 'back-to-basics' market, integrated real-time tools provide decision support to Asset Managers, Dispatchers and Power Marketers in their effort to optimize generation assets, capitalize on opportunities and avoid downside scenarios. SoftSmiths provides a Transaction Management platform that seamlessly and dynamically integrates with your EMS system, allowing company-wide planning, assessment, and analysis of the crucial relationship between generation and power marketing. Real-time visibility into unit availability, ramp rates, AGC capability, and costs allows dispatchers, power marketers and asset managers to provide the best possible results to the organization that benefit your customers.

Meeting the needs of a highly dynamic environment, SoftSmiths' real-time solutions accommodate the objectives of asset managers and marketing personnel, by automating crucial data exchange thereby eliminating the risk of information delays found in manual data entry systems and spreadsheets.

- **Power Marketers** – Perform “What If” scenarios, spark spread analysis, and other market strategies for buying, selling, and hedging all commodities in the portfolio.
- **Dispatchers** – Gain detailed look at the operating constraints of each unit, including fuel constraints and emission levels, start and stop times, ramp rates, and scheduling issues such as transmission capacity, thereby allowing them to schedule generation resources at the lowest possible cost.
- **Asset Managers** – Achieve visibility into all obligations and resources, including their states, committed levels, actual levels and generation resource cost.

SoftSmiths
*provides a
Transaction
Management
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EMS system*



SOFTSMITHS
e-Business Solutions

2401 Fountain View Dr.
Suite 900
Houston, TX 77057-4804
Tel 713.626.9184
Fax 713.626.0186
Website www.softsmiths.com

The Solutions

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Operational Efficiencies for the Enterprise e-Merchant

The e-Merchant product suite is a collection of robust and easy-to-use interactive applications that deliver Load Serving Entities, Purchasing Selling Entities and Municipal Utilities the core capabilities to electronically create, process and manage transactions. e-Merchant seamlessly integrates Forecasting, Trading, Portfolio Assessment, Resource Management, Scheduling, Electronic Tagging, Risk Management, Accounting and Reporting to eliminate data errors, reduce settlement time and optimize our customers' positions.

- e-Generation
- e-Cal +
- e-Reservation
- Automated eTags

EMSLink

SoftSmiths EMSLink provides seamless integration between 3rd party Energy Management Systems and our e-Merchant and e-Wheel suites. EMSLink provides net scheduled interchange data in the required format to EMS/SCADA systems for use in Automatic Generation Control (AGC). Further it complements the capabilities already provided by e-Merchant and e-Wheel to make use of EMS/SCADA information, such as meter data, to perform control area energy accounting functions such as calculation of inadvertent interchange.

Contact us for more information at 713-626-9184 or at mkt@softsmiths.com.

SoftSmiths' proven solutions and in-depth knowledge of the industry's business practices allow its customers to automate manual processes, eliminate redundancies, and increase business visibility across the enterprise to allow faster decision making and more informed decisions, thereby improving profitability, operational efficiencies and cash flow.



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