



Intelligent Notification for Energy

Energy suppliers have complicated networks in place to manage the distribution of gas, oil, coal and electricity. They also have a huge commitment to employees as well as to public safety, environmental stewardship and regulatory compliance. If systems fail, the damage and associated costs can be catastrophic. How does the energy industry use Intelligent Notification to keep their complex systems running smoothly?

OTHER USES

Meter installation –
Notify customers when the time comes to replace their electric meters.

Supply and demand –
Send out a notification to suppliers when anticipated demand may exceed supply to avoid shortfalls.

Pipeline failure –
Mobilize cleanup and repair crews, alert nearby citizens, law enforcement and the media.

Emergency staffing –
Notify on-call staff when replacement or additional staff is needed, requesting anyone available to respond and prepare for duty.

POWER OUTAGE

SCENARIO:
A power company prepares to conduct maintenance; customers must be warned of impending outages.

SOLUTION:
Three days prior to the event, the power company uses Intelligent Notification to inform residents of the plan and reasons for the outage. The notification is sent via landline, cell, text, and email to increase the likelihood of receipt. By setting the notification cycle to 24 hours, the alert is automatically repeated once a day until recipients have responded or the project is completed.

WEATHER THREAT

SCENARIO:
A Gulf Coast refinery is threatened by a hurricane; dispersed employees must be alerted and directed.

SOLUTION:
Before the hurricane strikes, the notification process begins, in conjunction with the refinery's overall business continuity plan. Plant supervisors are alerted via Intelligent Notification to secure and evacuate facilities. Field workers are directed to move to a safe location—if they need assistance, they can respond accordingly and help will be dispatched. Once the hurricane has passed, repair crews from all locations are notified to report to damaged facilities.

SYSTEM UPDATES

SCENARIO:
An energy company is about to migrate over to a new networking system; employees, suppliers and customers must be alerted.

SOLUTION:
An Intelligent Notification initiator sends an alert to contact employees and customers two weeks before the system update, explaining all changes and warning of potential downtime. Employees are provided with a bulletin board number where they can check in regularly for updates and to find out how they may be impacted. Once the migration is complete, all parties are notified.

EARTHQUAKE STRIKES

SCENARIO:
An earthquake strikes; an energy company needs to check in with employees at various plants to assess damages.

SOLUTION:
An Intelligent Notification alert is sent to staff at all facilities to provide an initial assessment of damages. Employees can respond and if they need assistance, emergency responders are notified. Supervisors throughout each plant can respond with immediate assessments of their situations, and can quickly alert staff in their area if they should evacuate or stay where they are. The company can also alert plant management if they need to increase capacity to compensate for damage at other facilities.

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