

# Integrated Solutions for Public Power

ENGINEERING & OPERATIONS CUSTOMER CONNECTIONS BUSINESS & FINANCE SYSTEM IMPROVEMENT



## BUSINESS & FINANCE

*The Right Systems, Strategies and People for Today's Marketplace*

Effective business planning and financial system design serve as the critical underpinning to all utility projects, programs, and services. Investments in operations technology and customer service can succeed only when they are teamed with the right budgeting, pricing, load management, and financial decisions made by personnel qualified to address today's complex challenges.

As the technologies and regulatory structure of the electric utility continue to change at a rapid pace, public power systems must deploy financial systems and policies that are flexible and easy to use.

Hometown Connections joins with public power's leading consultants and software providers to deliver cost of service studies/rate design, CIS/billing, financials, workforce solutions, energy trading/risk management, and a unified data integration platform for metering, SCADA, outage management, energy analysis, and demand response systems.

The business planning and financial services available through the Hometown Connections portfolio reduce complexity in data entry, reporting, and administration and include full functionality for financial management, people management, asset management, work management, and customer management.

Utility officials need instant access to data from all financial and operational systems, in order to make decisions that take advantage of changing market conditions impacting current funding and future budgets. This flow of data should be harnessed to deliver maximum performance in operational efficiency and customer service.

Utilities have plenty of data but most of it is hidden away in disparate databases and silos where it is not easily accessible or reportable. To maximize performance, utilities need to change how they leverage the data they have now and plan for the new data streams they anticipate having in the future. Through Hometown Connections, public power electric, gas, and water utilities may link all of their information systems through simple graphical user interfaces and displays.

In today's utility environment, it is often not possible for public power utilities to maintain sufficient financial and business planning expertise on staff. Hometown Connections provides consulting support for energy trading, financial planning, cost of service studies, rate design, and ensuring long-term financial stability.

## PARTNERS

### ElectSolve

*IT Services/Meter & Operational Data*

### Cogsdale

*Customer Information Solutions*

### Utility Financial Solutions

*Cost of Service Studies/Rate Design*

### The Energy Authority

*Energy Trading & Risk Management Services*



The utility services subsidiary of the American Public Power Association (APPA), Hometown Connections is a national resource for municipal utilities to obtain guidance and quality products & services from a trusted entity. Hometown Connections provides APPA members with access to discount pricing and integrated utility information systems from the industry's leading vendors, as well as consulting support in the areas of organization assessment, strategic planning, market research and workforce solutions.



**ElectSolve** *IT Services/Meter & Operational Data Management*  
ElectSolve IT Services and Solutions are provided to utilities as a support service, offering trained and certified IT resources to backup, augment and assist the utility's existing IT staff members. ElectSolve's uCentra™ provides an integration platform for AMI, AMR, SCADA, CIS, OMS, EA/GIS, demand response, and distribution line management systems.



**Cogsdale** *Customer Information Solutions*  
Cogsdale provides service-oriented business solutions to local governments and utilities. The Cogsdale approach incorporates all the day-to-day operations of utility and local government organizations, covering everything from Customer Information Systems to Financial, People and Work Management Systems in one integrated Microsoft Dynamics platform.



**Utility Financial Solutions** *Cost of Service Studies/Rate Design*  
The UFS team of professionals includes engineers, accountants and economists who have completed more than 500 cost of service and rate studies as well as financial projections for utilities in 28 states. As a result of their experience, USF officials are instructors and frequent speakers for utility agencies, including the American Public Power Association and the Institute of Public Utilities. UFS courses and studies include financial planning, cost of service, rate design, and development of dynamic pricing methods for customers.



**The Energy Authority** *Energy Trading & Risk Management*  
TEA is a recognized leader in providing energy trading and risk management services nationwide, but TEA is so much more! TEA helps public power utilities lower their rates, reduce risk and remain competitive in a constantly changing market. In today's world, that can make all the difference to you and your customers. TEA is owned by public power utilities and exclusively serves public power utilities, understanding their unique needs. TEA offers expertise and national wholesale energy marketing presence that are unparalleled in the energy industry today.

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Owned by Public Power, Hometown Connections is the utility services subsidiary of the American Public Power Association (APPA).

APPA is the not-for-profit service organization for the nation's more than 2,000 community-owned electric utilities serving more than 46 million Americans.

Hometown Connections is a national resource for APPA members as a trusted provider of guidance and quality products/services.

Through Hometown Connections, APPA members gain access to discount pricing and integrated utility information systems from the industry's leading vendors, as well as consulting support in the areas of organization assessment, strategic planning, market research, and workforce solutions.