Location Analytics for Utilities
Answering the 'Where' Questions

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ESRI UC 2014
Pilot Project
- Started Mid 2010
- Vendor: Rolta

Current System
- Oracle 11g
- ~40 Individual ETLs
- 21 Data Sources
- 30+ Dashboards covering over 14 subject areas
APC Transmission BI Vision
Guided vs. Ad-Hoc

- **Guided Navigation**
  - Structured / Linear
  - Repetition
  - “Report”

- **Ad-Hoc**
  - Analysis
  - Flexible
  - Self-service

“A reporting application, not application reporting.”

“Let your analysts analyze, not data-mine.”
Need For Geospatial BI

- Analytics
  - Answers in the Quiver
    - What and When
    - Hopefully... Why
  - Lacking the Where
- GIS/Map Services
  - Answers the Where
    - Difficulty with Ad-Hoc
    - Requires expertise
Geo BI Implementation

- Map Creation
  - ArcGIS Server (Map Server)
  - REST Endpoint (10.0 and 10.1)
    - Background Maps
- Interaction with BI
  - Formed Expression
    - Geoprocessing Service
    - Graphic Overlay
  - JavaScript
  - Context Defines Results
Outages and Geo BI
Outages and Geo BI
Outage Analysis

Organizational Hierarchy
Outage Analysis
Customer Focus

Just-In-Time Suppliers

Customer Details
Customer Focus

Just-In-Time Supplier

Just-In-Time Customers
Customer Focus

Potential Customer Impacts

Outage Cause Codes Last 5 Years

Outage Cases on Support Facilities (Lines)

Just-In-Time Suppliers

Scheduled Work Remaining for the Next Year
Summary

• Business Intelligence
  ▪ Vision
  ▪ Platform

• Geospatial BI
  ▪ Technology Integration
  ▪ Identify Needs/Use Cases

Solve the 4 “Where?” question!
QUESTIONS?