Enspire Energy

Trading solution helps support superior pricing strategies

PROJECT AT A GLANCE

Project Type
Comprehensive energy trading solution for energy commodity sales company

Location
Annapolis, Maryland

Applications
DTN ProphetX®

CUSTOMER BENEFITS

- Ease of use
- Faster, smarter trading decisions
- Always-current calculations

Enspire Energy is a newly-formed energy commodity sales company that provides individual and commercial clients with cost savings on natural gas. Their customers include hospital systems, a foods company, and firms in the chemical, manufacturing, and paper industries. On behalf of their commercial and industrial customers, Enspire purchases gas from various sources and resells it to their customers, typically generating a significant savings for the customer over the price available at the local utility. They are headquartered in Annapolis, Maryland, and have a second office in Norfolk, Virginia. After just a month and a half in business, the company already has two dozen customers on the books and a third of a billion cubic feet in load.

Challenges

Enspire Energy needed a versatile, easy-to-use system that provided reliable, up-to-the-minute pricing information to get the best possible pricing for their customers.

Make the most of your energy℠

Schneider Electric

> "When you combine the know-how that DTN ProphetX offers with inspired people, it's an unbeatable combination."
> **Jim Lukas, president and CEO, Enspire Energy**

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Solution

Prior to joining Enspire Energy as president and CEO, Jim E. Lukas was vice president of operations at Pepco Energy Services. Pleased with his experience using Schneider Electric's DTN ProphetX there, he decided to bring it on board at Enspire Energy. "I wanted to stick with a product that I was familiar with," he said. He also knew he would have very little downtime with it and that he could depend on its reliability and timeliness. "DTN ProphetX provides very good service with regard to the timeliness of the information. Reliability and timeliness are key factors for us," he explained. With a wide area network in place, they have a single server in their Norfolk, Virginia office providing access to DTN ProphetX there and to their Maryland office.

Lukas originally chose DTN ProphetX with his previous employer because he wanted a system that provided easy menu options, drag and drop capabilities, maneuverability, and other straight-forward features. DTN ProphetX fit the bill. "I find that this system is one of the best I've seen at allowing us to access its various capabilities," he said. Lukas likes that DTN ProphetX allows him to cut and paste and to take advantage of many news sources and charting techniques. "There's a lot of flexibility with the interface which I am impressed with," he said. "It's a great product."

The Bottom Line

Lukas reports that after instant messaging, DTN ProphetX is the first system he starts up every day.

"I load it once and it stays on all day long," he said. He tracks the natural gas futures market with it every day. "Our customers are very interested in having us monitor the prices of natural gas, and this system helps us do that very well," he said. Lukas also likes to watch the 30-day moving averages to see how they compare to the 90-day moving averages.

"We tend to be very proactive with how we manage customer load, managing when customers should be locking in, things like that," said Lukas. "We use the charting techniques in the system to help customers determine when they should be purchasing their gas."

At his previous jobs, Lukas used to run profiles of customers' loads over term periods. He's been so focused on setting up the new company that he hasn't had a chance to do this yet for Enspire Energy. He knows DTN ProphetX will be ready to help him with that too when he can work it back into his schedule.

"I like the versatility that DTN ProphetX offers, and the user interface is fantastic," said Lukas. "It provides us with a lot of flexibility to help customers optimize their purchases. DTN ProphetX is absolutely critical to our operations; I would recommend it to others in a heartbeat. This tool gives us the flexibility that we can combine with our own in-house knowledge to really provide customers with excellent service."

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