

Texican Horizon Energy Marketing

Trading solutions support best pricing and customer retention



PROJECT AT A GLANCE

Project Type

Trading solutions for the energy market

Location

Charlotte, North Carolina

Applications

DTN ProphetX[®] *Energy Edition*

CUSTOMER BENEFITS

- Ease of use
- Faster, smarter trading decisions
- Always-current calculations
- Increased efficiencies
- Significant time savings
- Facilitates improved customer service



Texican Horizon Energy Marketing, located in Charlotte, North Carolina, is a wholly owned subsidiary of Houston-based Texican Natural Gas Company — one of the leading independent gas suppliers in the nation. Texican transports more than 400 million cubic feet of natural gas each day to industrial, commercial, and municipal customers throughout the southeastern United States, and Texican Horizon is the largest gas marketer in the Carolinas. Texican's 25 employees focus primarily on great customer service, and they provide the finest services and best price in the industry to make customers' jobs easier and their businesses more effective and profitable.

Challenges

When Texican deals with over-the-counter and physical markets, it needs to have reliable, real-time information on NYMEX trading so it can provide a fair price to consumers. With constant price fluctuations, it is often difficult to know where the bid and ask are at a given moment. Also, from an operations standpoint, it's important to link gas prices into spreadsheets for easy use in preparing financials and market analysis documents as well as create budgets for clients.

"We get top-rate quality data and all the options — and we spend half as much as we used to on securing and managing data. DTN ProphetX *Energy Edition* is absolutely the best combination of quality data, price, and ease of use in the market."

Aubrey Hilliard, president, Texican Horizon Energy Marketing



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Solution

In mid-2006, while scouring the marketplace for the highest-quality data for the best value, Texican tried DTN ProphetX *Energy Edition*. "We use the product primarily to keep track of energy prices such as natural gas, crude oil, heating oil, propane, and gasoline," said Aubrey Hilliard, president of Texican Horizon Energy Marketing. The company also finds news service and alerts helpful in keeping tabs on the latest in the markets — at times, the information helps to shape decisions the company makes on behalf of its customers.

Hilliard says that Texican also uses DTN ProphetX *Energy Edition*'s graphing and data presentation capabilities all the time. "It is constantly up on my screen, all day long. I like to keep track of trading trends and market momentum. Schneider Electric provides the tools to help me make good decisions on a short-and long-term basis."

Schneider Electric's customer service also has impressed Hilliard and others at Texican. "They're phenomenal — if you need anything, you e-mail or call and they get right back to you. We've found that if you have an issue they'll go online and fix it for you so you don't have to do it yourself."

The Bottom Line

Texican Horizon Energy Marketing feels the quality of DTN ProphetX *Energy Edition*'s data is extremely high — so good, they've expanded their use of the platform from one to 10 subscriptions in the past six months. With 10 subscriptions in house, the company estimates it spends half of what it used to on data management.

The ease of DTN ProphetX *Energy Edition* saves employees significant amounts of time. "It is so easy and quick to link gas prices into spreadsheets for our clients," said Hilliard. "I'd estimate that it saves a full hour each day in managing data."

Most importantly, Hilliard is positive that the quality of Schneider Electric's data combined with its analytical capabilities help make a significant contribution to Texican's most important goal: great customer service. "It's just so nice to be able to visually show people where the market is, where it's been, and where we think it will go," he said.