

TECHNICAL BRIEF

UtiliSphere™ Intelligence Center

*Transform Data into Intelligence and Action for
the Energy and Utilities Industries*



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UTILISPHERE INTELLIGENCE CENTER

Energy and utility companies strive to optimize product flow safely and efficiently, and doing so effectively requires a deep understanding of underground product delivery systems (pipelines, cables and grids). Unfortunately, many organizations struggle to gain a comprehensive view of all data associated with these product delivery systems, making it difficult to allocate resources and set priorities.

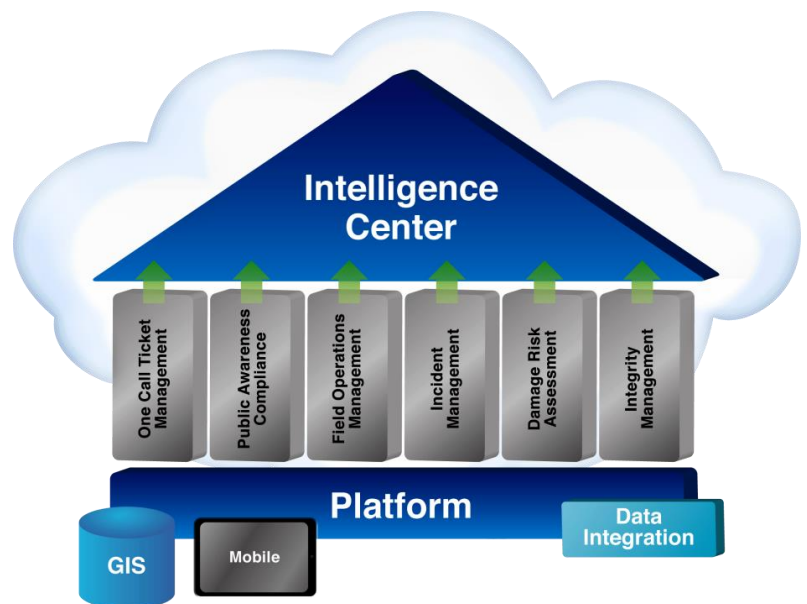
Data sits across organizations in disconnected silos and exists in a variety of formats, including printable maps, PDFs, GIS, and more. Years of data silos and inconsistent data formats and storage methods have decreased visibility and make identifying trends – such as those related to damages and risks – nearly impossible to spot. Without this holistic view, organizations cannot appropriately and accurately prioritize resources, plan projects and allocate budgets.

irth Solutions® has been serving the energy and utility industries for nearly two decades, so we understand the risk organizations face when they lack visibility into their own data. UtiliSphere™ Intelligence Center brings together data from across and beyond an organization to help answer the most important questions around delivery system protection, safety and compliance.

Intelligence Center correlates and visualizes data from multiple sources, enabling organizations to more effectively make decisions, prioritize resources, plan projects, and allocate budgets. From interactive geographical map views to instant dashboard feedback and self-service analytics with key performance metrics, Intelligence Center provides an information-rich workspace that directly impacts operations.

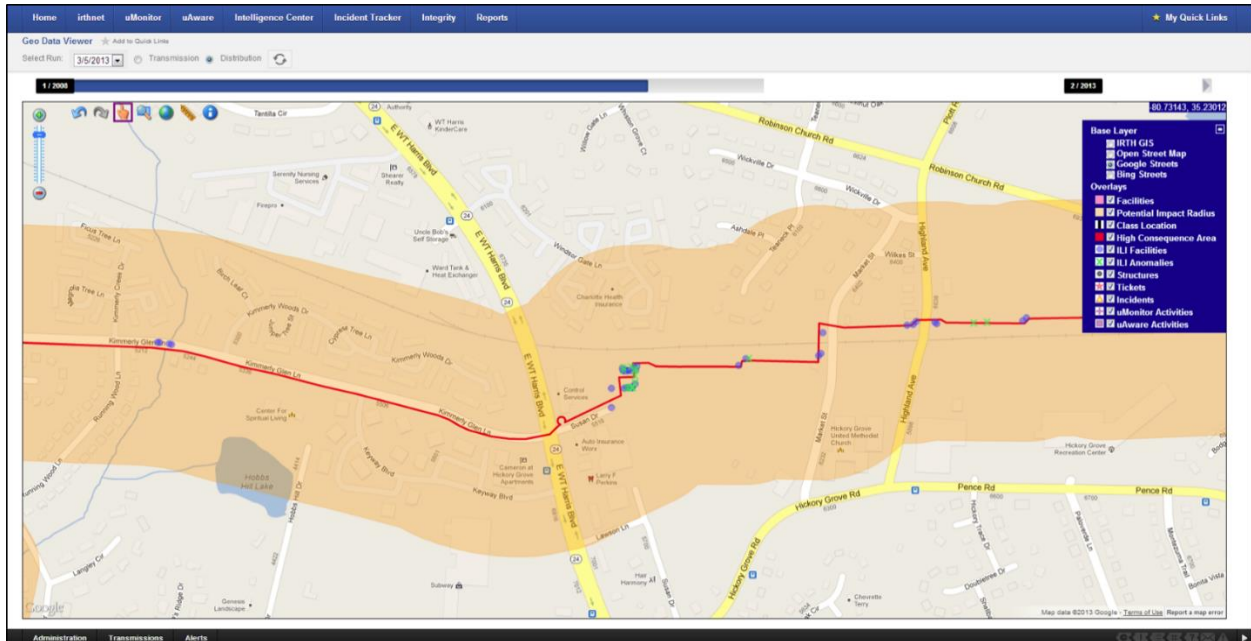
Intelligence Center integrates data from a variety of external sources such as damages databases, GIS systems, integrity information, Asset Management systems, public awareness databases, and public domain information. By leveraging that data, coupled with the critical data that UtiliSphere already manages related to excavation requests, public awareness activities, high-risk excavation activities, and damages (incidents/accidents), energy and utility companies can understand current operations and identify trends.

At **irth** Solutions, we believe the *data* needed to guide business decisions is always available and UtiliSphere Intelligence Center provides the technology to import, analyze and deliver this as *information* to everyone who needs it (see *Gain Key Insights* in each section to understand benefits by responsibility). UtiliSphere not only leverages the historical data sets to understand trends, but also can leverage the power of business intelligence to be more predictive. Gaining insight into what may happen in the future, based on what happened in the past, can better assist organizations to plan resources and budgets.



INTERACTIVE MAPPING AND ANALYSIS

Intelligence Center features an interactive geo-data viewer that displays both historical and current damage prevention data, integrity data, and public domain data on one map. Manipulate the data elements that are displayed on the map by choosing from multiple data layers, including dig tickets, high-consequence areas, class locations, in-line inspection data, incidents and accidents, public awareness, and field operations data layers.



See street views of all data points associated with an underground product delivery system.

GAIN KEY INSIGHTS

UtiliSphere Intelligence Center provides the technology to import, analyze and deliver otherwise disparate data as *information* to everyone who needs it. Different individuals in an organization benefit in ways that are meaningful to their roles and responsibilities. Below is a quick look at a few benefits, by role, of Intelligence Center Interactive Mapping and Analysis.

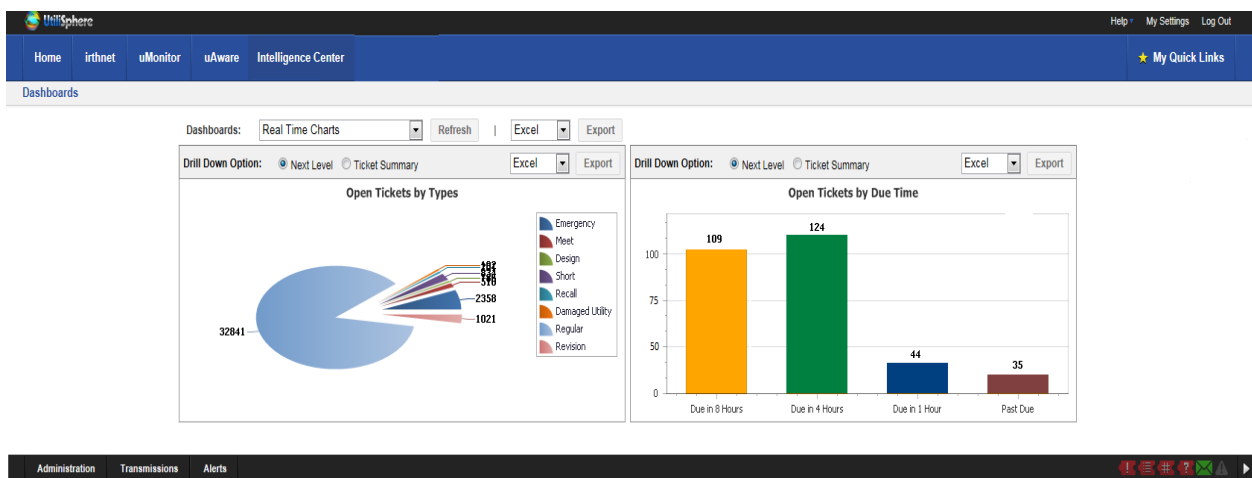
VP of Operations	Damage Prevention Manager	Incident/Claims Manager
View your entire product delivery system (or segment), external activities and risk factors on one map. This historical data helps identify trends and equips you to better allocate resources and project costs.	Gain better insight into all ticket data such as growing or declining ticket volume. This means you can more effectively deploy locators/screeners and route tickets.	View your underground structures, excavation activities and damages to quickly identify potential recoveries , plan safety activities, and manage overall risk and compliance.

DASHBOARDS

Out-of-the-box dashboards feature drill-down capabilities to enhance visualizations of critical system data. These dashboards enable further exploration of system activity data, from charts and graph summaries to detailed tables of activity information.

REAL-TIME CHARTS

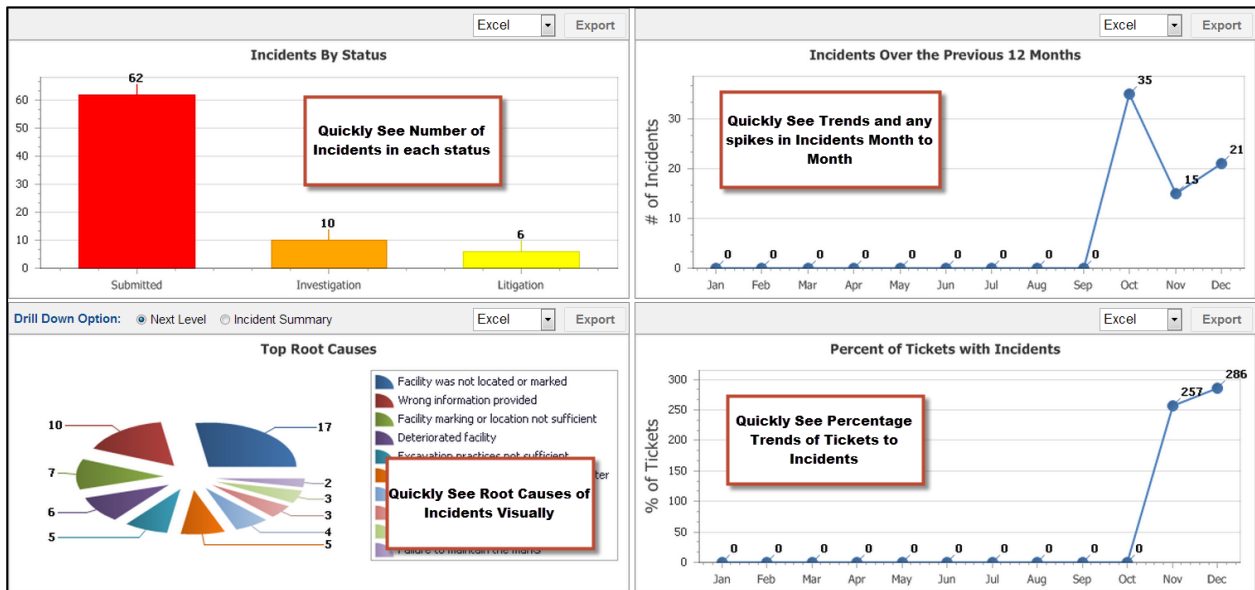
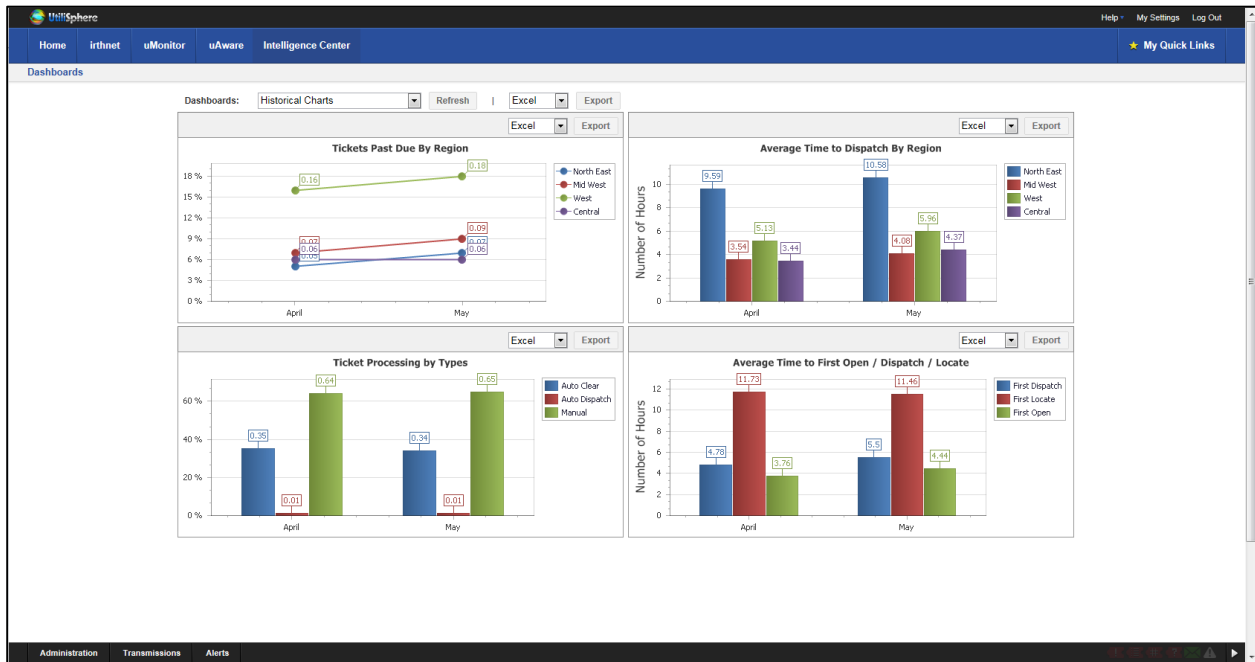
Gain real-time insight associated with dig tickets, high-consequence areas, class locations, in-line inspection data, incidents and accidents, public awareness, and field operations. Real-time charts can be viewed for each specific data set or by cross-functions for an overarching view of performance and productivity of those managing tickets.



Dashboard view of how many tickets are open by type and how many tickets are coming due.

HISTORICAL CHARTS

Gain historical insight associated with dig tickets, high-consequence areas, class locations, in-line inspection data, incidents and accidents, public awareness, and field operations. Historical charts can be viewed for each specific data set or by cross-functions to view trends of critical system data and determine efficiency of systems.



Historical charts help organizations view trends and efficiency of underground product delivery systems.

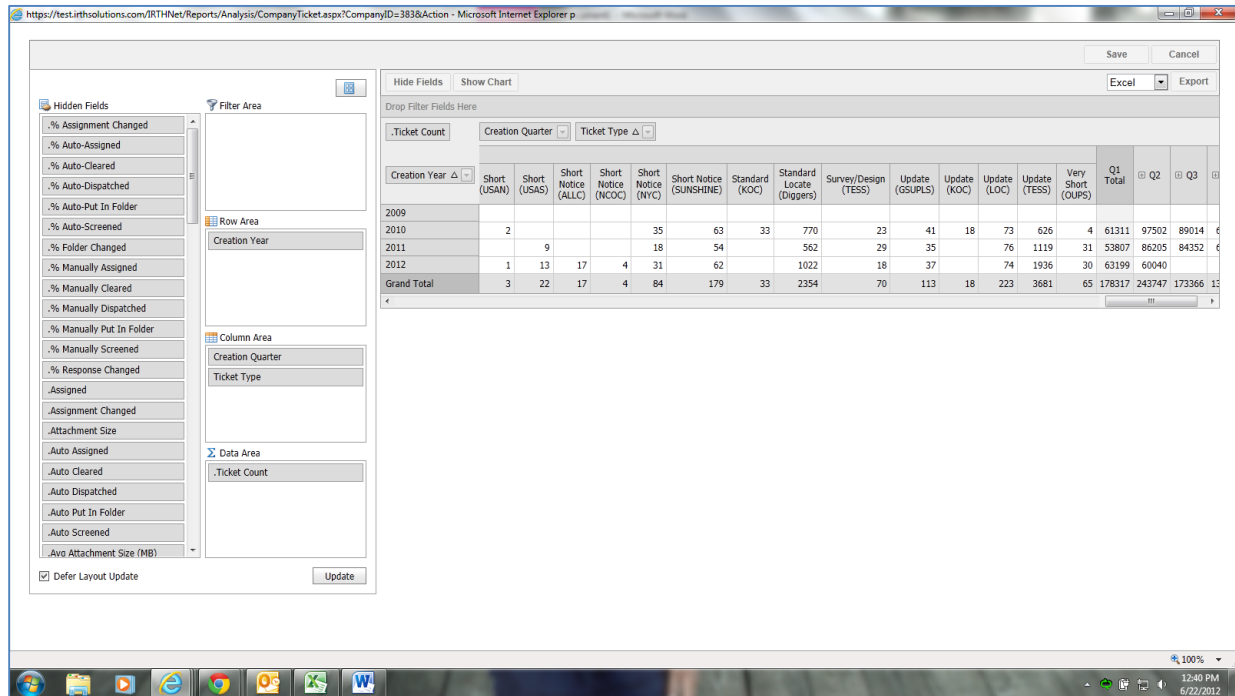
GAIN KEY INSIGHTS

UtiliSphere Intelligence Center provides the technology to import, analyze and deliver otherwise disparate data as *information* to everyone who needs it. Different individuals in an organization benefit in ways that are meaningful to their roles and responsibilities. Below is a quick look at a few benefits, by role, of Intelligence Center Dashboards.

VP of Operations	Damage Prevention Manager	Incident/Claims Manager
Gain insight into key areas of your responsibility. The dashboards give you a quick view of the performance of your damage prevention and incidents departments and programs at your fingertips.	View real-time charts, including open ticket by type and by due time. This means you can efficiently assign tickets and more effectively manage resources (locators and screeners).	Leverage information to help maximize recovery and better manage risk . Our incidents dashboard enables you to quickly: <ul style="list-style-type: none">• View the status of claims• Understand if incident frequency is increasing or decreasing• View root cause• Understand whether incidents had a related dig ticket

SELF-SERVICE ANALYTICS

Intelligence Center features an ad-hoc data analysis platform that empowers users to access and analyze real-time data, driving better decisions and increasing collaboration, as it can be easily shared across teams. With an easy-to-use Microsoft Excel Pivot table-type interface, Self-Service Analytics provides quick access to information, enabling Administrators to respond to management requests without assistance from the IT department.



Build your own view for in-depth analysis suited to your unique business needs.

GAIN KEY INSIGHTS

UtiliSphere Intelligence Center provides the technology to import, analyze and deliver otherwise disparate data as *information* to everyone who needs it. Different individuals in an organization benefit in ways that are meaningful to their roles and responsibilities. Below is a quick look at a few benefits, by role, of Intelligence Center Self-Service Analytics.

VP Operations	Damage Prevention Manager	Incident/Claims Manager
Each organization has unique needs to see data in different ways. Equip your teams with the ability to build custom reports as required.	Drag and drop ticket data to create your own charts and reports to suit your unique needs. For example, compare locator/screener efficiency and past due tickets by responsibility area.	Incident Tracker was launched Q1 2013. We are gathering customer input for the most critical data needed for self-service analytics.

CONCLUSION

Data volume is only going to continue on a hyper-growth path across all industries. UtiliSphere Intelligence Center enables energy and utility companies to harness this data giving a holistic view, so organizations can appropriately and accurately prioritize resources, plan projects, and allocate budgets to protect their product delivery systems.

As leaders in the industry, we at **irth** Solutions continue to constantly look at new ways to harness the power of the data that impacts critical underground product delivery systems and help drive more-informed decisions. We recognize that data needs will change as the industry matures, so please engage us in a conversation about how we can serve your evolving business needs to further protect your distributed assets. To learn more about UtiliSphere Intelligence Center visit <http://www.irthsolutions.com/intelligence-center> or contact sales@irthsolutions.com.

ABOUT UTILISPHERE

UtiliSphere™ is an asset management solution for the energy and utility industries that helps ensure delivery system protection, safety, and compliance. As an integrated cloud-based solution, UtiliSphere automates operational processes and manages data associated with delivery system protection to improve efficiencies and provide deeper insight into activity related to product delivery systems (pipelines, grids and cables).

ABOUT IRTH SOLUTIONS

irth Solutions®, Technologies For Earth™, provides innovative cloud-based asset management solutions to gas, oil, electric, telecommunications and other utility companies, and to One Call Centers across the country to increase operational efficiency, improve workforce productivity, comply with regulatory requirements, and ensure safety. For nearly two decades, **irth** Solutions has been meeting the unique needs of the energy & utility industries with unmatched service and groundbreaking solutions for delivery system protection, safety and compliance. Investors include Columbus-based Crane Group and Main Street Capital, located in Houston.