



INSTANT ACCESS TO CRITICAL INFORMATION

Western New York Company Positioned to Assist in Energy De-Regulation

Ziphany, LLC provides “Energy Intelligence” solutions in WNY, facilitating decisions that lower operational costs.

*Source: Ziphany, LLC, Buffalo, New York
Publication date: 2001-05-01*

May 1, 2001, North Tonawanda, NY (USA) - As prices continue to increase, energy represents the third highest cost of doing business in today's environment. As electric de-regulation takes hold in our national marketplace, many experts believe that the cost of energy will escalate until capacity levels exceed demand.

Ziphany, LLC recognizes the advantage that companies can gain by having Real-Time access to their energy consumption *and* understanding how this relates to their key process drivers. Partners Brian Palka, Vince LaFratta and Al Bluemle are receiving rave reviews from users regarding the possibilities of their Energy Intelligence Solutions.

Ziphany provides Intelligent Solutions for Energy and Process applications. Its Now-Time™ technology enables transmission of REAL-TIME energy and/or process information to a secure website, via the Internet. Online Energy and Process Intelligence Tools provide REAL-TIME graphical and tabular presentation of key points that drive facilities' operational costs.

“Brian Palka, Managing Partner of Ziphany, commented, "Our philosophy is simple. Ziphany provides Real-Time knowledge of daily activities and this enables our customers make intelligent operational decisions that can lower their costs. Understanding how much energy is being used and what equipment is consuming this energy, NOW-TIME allows our users to make multiple, daily production decisions, based upon market conditions.”

Currently, Ziphany partners with both energy providers and consultants, delivering Real-Time Energy Intelligence, which enables them to improve the level of service they deliver to their own customers.