



## **Ziphany, LLC is featured in the July/Aug 2007 M2M Magazine**

For Immediate Release

NORTH TONAWANDA, N.Y. July 15, 2007 - Ziphany, LLC, a provider of software and data hosting solutions for the energy industry, announces that an article titled "Demand Response: M2M Technology is changing the way Demand Response Initiatives are Accomplished" was published in the July/Aug 2007 issue of M2M Magazine.

Ziphany has been providing demand response solutions to energy companies since 2001. The article highlights techniques of Automated Demand Response. Ziphany's Demand Response modules provide a back office solution, allowing the Demand Response provider to focus on growing their business portfolio while Ziphany provides the datacenter and expertise needed to successfully manage the metering, data collection, event tracking, end-user notification and performance calculation requirements of the process.

Presently, Ziphany is certified as a Meter Data Service Provider (MDSP) in New York, an Internet-Based Communication System (IBCS) provider in New England, PJM Mid-Atlantic, IESO-Ontario, Canada, and Meter Data Management Agent (MDMA) in California.

### **About Ziphany**

Ziphany, LLC, an ENERGY STAR partner, is a leading provider of intelligent software and data hosting solutions in the energy industry. The company's tagline, "Instant Access to Critical Information," sums up the philosophy of the company. Ziphany exists to give clients instant access, from anywhere in the world, to the critical information of their business: the assets, the processes, the energy or any information critical to business operations. Ziphany's software applications transform data into knowledge. Knowledge is actionable and helps manage your business successfully. To obtain more information, visit <http://www.ziphany.com>.

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