



## Top Ten Reasons

### AURORAxmp delivers:

#### Unrivaled Speed

#### Comprehensive Capability to Analyze Electricity Markets

#### Flexible Data Management Extensibility

#### Powerful and Efficient User Interface

#### Easy Integration

#### Database

#### Continuous Improvement

#### Latest Technology

#### World-Class Customer Support

1. **Unrivaled Speed** -- State of the art algorithms provide speed without compromise of analytical detail. Producing quality analyses and studies in less time contributes significantly to the bottom line.

2. **Comprehensive Capability to Analyze Electricity Markets** -- Short and long-term zonal energy pricing. Complete analysis of resource and contract portfolios. Extensive risk assessment, optimized long-term system expansion with capacity pricing, and built in robust scenario capability -- all on your computer in a single delivered package. In addition, bus level capability is available to forecast Locational Marginal Prices (LMP) and Firm Transmission Rights/Congestion Transmission Rights (FTR/CRR) from the Optional Nodal Capability or an Optional interface to PowerWorld® Simulator.

3. **Flexible Data Management** -- Manage and apply layered data changes and intuitively through data change sets. No data granularity limits due to the power and flexibility of generalized time-series resolution down to the hourly level for virtually any variable in the model. Multiple input formats through Access, XML and links to MS Excel worksheets. Multiple output database formats to meet a variety of computing and network environments - Zipped XML, SQL Server, MySQL, XMP SQL, and straight XML. With AURORAxmp you'll be able to quickly and effectively use proprietary assumptions to create a robust set of scenarios and results for decision makers.

4. **Extensibility** -- For those specialized issues unique to certain systems or problem formulations, we provide virtually unlimited model control through easy to use yet powerful computational datasets (users can easily influence forward data dynamically during a study, or build their own feedback loops) and through external control of the simulation engine through scripting. The model is easily synched to other models for both input and output. It takes less time to setup-up studies and to get results. A detail-oriented analyst's dream!

5. **Powerful and Efficient User Interface** -- Designed for professionals. Natural and intuitive layout and function. Eye catching, presentation grade graphics. SQL queries for easy and fast interrogation of huge output data sets. Built-in pivot tables. Customized reporting through computational data sets. Customizable input table views. All tied together seamlessly by both user-customized and EPIS standard industry templates. This gives you increased capability to produce quality studies illustrated with solid graphics and analyses.



**AURORAxmp  
provides you  
with more than  
just a  
modeling  
solution!**

**Nothing  
Compares to  
AURORAxmp.**

**6. Easy Integration** -- AURORAxmp is easily integrated into existing work flow processes. Linking with Excel and data bases, along with the use of scripting and Computational Datasets, allow easy integration with any process. This includes existing fuel and demand forecasting tools, like Web-based data sources and other subscription services. Automating forecasting workflow processes makes your life easier.

**7. Database** -- Quality data provide Licensees with ready-to-use data from public sources to simulate relevant markets. A team dedicated to researching public data, gathering market data, scrubbing and preparing the data for all the NERC regions for 115 market zones. Licensees can easily and seamlessly merge in their proprietary data using change set capability. This significantly reduces the overhead to keep databases current and relevant. Similarly, the flexibility and ease of use of the data structure enable analysts to create their own databases to simulate the effects of competitive markets in other countries.

**8. Continuous Improvement** -- AURORAxmp development is thoughtfully managed and updated by a development team with decades of power industry experience to address evolving energy markets and to be responsive to customer requests. AURORAxmp continues to improve all the time!

**9. Latest Technology** -- AURORAxmp runs on the latest Microsoft .NET technology. It is completely optimized for Windows XP and Vista and runs in both 32 and 64 bit mode. As a 64-bit application, AURORAxmp breaks through past memory and cache limitations for higher performance and increased scalability providing virtually unlimited problem size. This provides orders of magnitude more productivity than other tools built with mixed layers of legacy and new technology. The resulting speed, ease of use, and ease of integration translate into a significant competitive advantage for our licensees.

**10. World-Class Customer Support** -- We understand the industry and do everything we can to ensure customers are highly productive using AURORAxmp. There's no power system problem this model can't handle and our customer support can show you how!