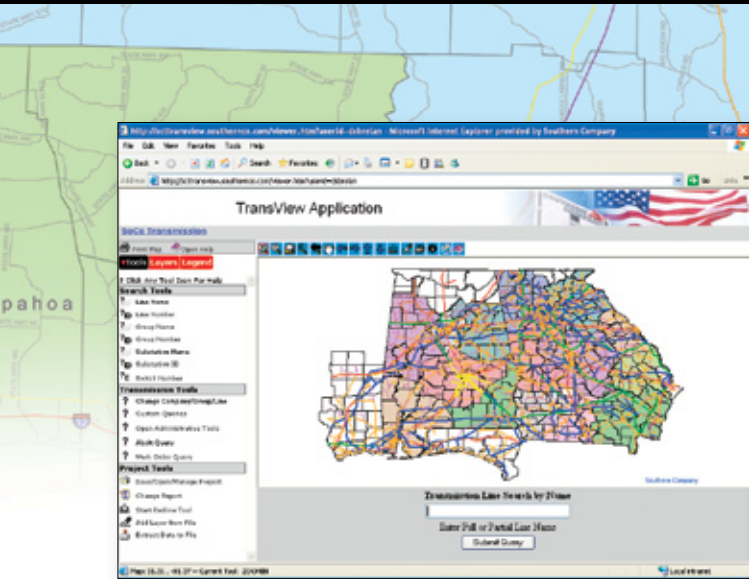
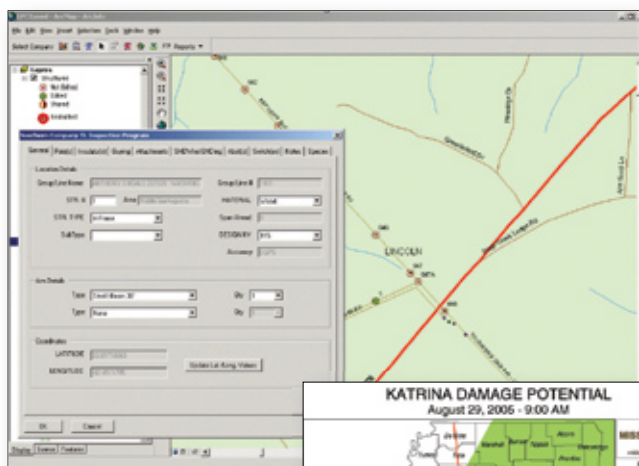


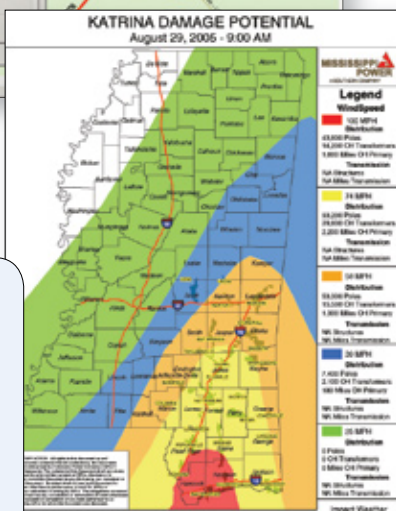
ESRI Helps Southern Company Gain the Geographic Advantage Across the Enterprise



Southern Company's TransView Application provides systemwide query and work design for all five operating companies.



GIS shows specific poles, wires, and materials inspection data.



"We used ESRI ArcGIS extensively during the storm. I cannot imagine being able to coordinate the more than 9,000 people we had working without using ArcGIS. We were able to put our staff to work efficiently and provide management-level data virtually on the fly."

Louis H. Occhi,
Mississippi Power

Mississippi Power easily manages important data such as Hurricane Katrina's damage potential in their service territory.

Southern Company, a super-regional energy company and one of the largest producers of electricity in the United States, relies on the ESRI® ArcGIS® integrated family of geographic information system (GIS) software to run its business. Whether managing 26,000 employees, serving over 4.2 million customers, or restoring power to affected customers after Hurricane Katrina in 12 days, Southern Company relies on the world's leading GIS.



All four operating companies of Southern Company—Alabama Power, Georgia Power, Gulf Power, and Mississippi Power—use ArcGIS across the enterprise for analysis, visualization, and decision support to improve customer service, cost containment, and profitability. The information is accessible in the office, on the Internet, and in the field.

ESRI's family of ArcGIS software provides Southern Company with the geographic advantage to

- Create accurate reporting with improved data management.
- Speed up decision making with better visualization of information.
- Reduce overtime travel cost with optimized routing.
- Improve productivity with streamlined work processes.

To learn more about implementing enterprise GIS, contact ESRI today at 1-888-333-2938 or visit www.esri.com/electricgas.



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