



## ADICA, LLC

*The Ultimate in Strategic Analysis*



[www.adica.com](http://www.adica.com)

## Value Offering

- ❑ Provide energy industry consulting and strategic analysis software that enable our clients to succeed in evolving energy markets
- ❑ Specialize in the application of innovative software developed in collaboration with Argonne National Laboratory

## ADICA Leadership



- Bruce Hamilton, Founder & CEO
  - Head of Energy Modeling at IAEA
  - Managed Energy Projects in 30 countries

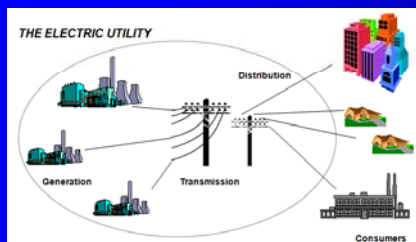


- Sandy Reeser, VP Business Operations
  - Accenture, Americas Organization Development Mgr

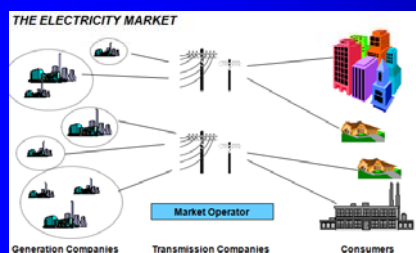


- Chris Thomas, VP Energy Solutions
  - Citizens Utility Board, Director of Policy

## Problem: Utilities Need Accurate Analytics for Operational and Investment Decision-making



- Old Utility Planning :
  - Supply-side optimization



- New Factors:
  - Renewables & Smart Grid
  - Market Rules & Regulation
  - Supplier Competition
  - Consumer Choice

## Solution: ADICA's Smart Market Software Product Suite

**Deloitte.**

Selected as best-of-class solution for electricity market analysis

Fraunhofer Institute

Noted "remarkable" aspects of agent-based software for simulating electricity markets

European Commission

DG Competition - Chief Economist Team considering agent-based model

## Strategic Partnership with Argonne

- Argonne is a DOE Lab
  - 2,800 employees
  - \$530M budget
- CEEESA has worldwide reputation for energy system modeling
- ADICA has exclusive partnership with Argonne to develop and distribute energy analysis software

