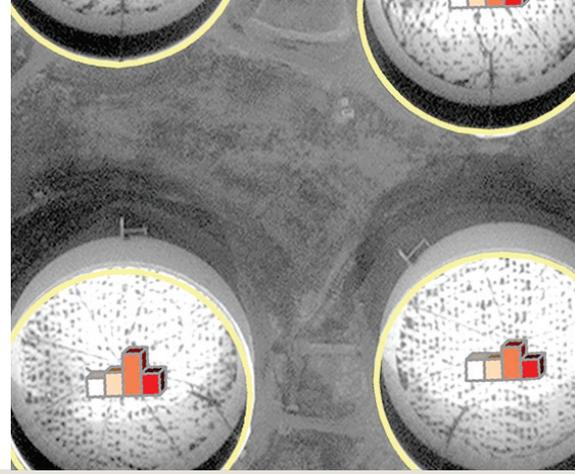




# GENSCAPE (VIEW-READY)

## CASE STUDY



## Maxar provides insight into energy infrastructure projects

The global demand for energy continues to rise. In 2011, world consumption increased 2.5%. In 2012, automobile production topped 66 million vehicles. The race is on to bring new sources of energy online, but tracking the progress of these complex infrastructure construction projects is difficult. The Energy Infrastructure Development Report is the first high-resolution earth imagery and development program that brings intelligence and insight to energy infrastructure monitoring and analysis.

### Imagery that drives intelligence

Genscape, founded in 2000, is the originator of real-time energy supply information to support decision making for energy industry marketers, traders, regulators, distributors, and other participants. The company relies on many sources to produce its analyses; air surveillance, ground reports, a vast network of public data sources and in-house corporate announcements.

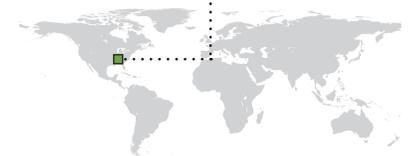
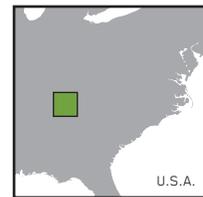
“We relied heavily on local pilots for air surveillance and field technicians on the ground to gather our intelligence,” explains Jason Fuchs, product development engineer. “Those resources posed geographic limitations, and at times the quality and accuracy of the data was not as good as it could be.”

### A new perspective to energy reporting

With the business of building new energy infrastructure booming, particularly in the United States, Genscape sought new ways to satisfy the increasing demand for timely, accurate, and more meaningful information on just when these massive multi-year projects would come online and become productive.

“Satellite imagery appeared to present an entirely new and better way for us to collect information,” says David Francoeur, Genscape’s Chief Marketing Officer. “And Maxar, at the ready with the world’s largest constellation of high-resolution commercial satellites, appeared to be the ideal partner.”

The majority of the top 50 US and European power generating, trading, and marketing companies, as well as the US Department of Energy and the Federal Energy Regulatory Commission (FERC), rely on Louisville, Kentucky-based Genscape, a leading provider of real-time power supply information, to support decision-making that helps increase efficiencies and reduce market risks.



# MAXAR

## A collaborative undertaking

The companies joined forces to build a new reporting solution in the spring of 2012. Six months later, the first Energy Infrastructure Development Report was released. The subject is Eagle Ford, a Texas shale development site. The site runs from the US-Mexico border north of Laredo in a narrow band that extends northeast for several hundred miles toward Houston.

“The development of Eagle Ford is a top priority for the industry,” Francoeur says. “Our collaboration with Maxar enabled us to launch this first project in record time. It has received an enormous response in the marketplace and is already seen as a leading-edge report.”

## Combining satellite imagery and expert analysis

The report merges a combination of high-resolution satellite imagery and expert analysis from Genscape and Maxar. It provides unprecedented insight into the status of existing operations and updates on infrastructure construction, helping analysts objectively determine when new capacity is coming online and at what flow rates.

“For the first time we can provide access to objective, midstream production data, regardless of location,” Francoeur said. “It will revolutionize energy tracking, reporting, and analysis and bring a level of transparency the industry has never seen. It’s like turning on the light in a dark room.”

Reports for an oil development site in Bakken, North Dakota and a natural gas development project in Marcellus, Pennsylvania, are already in progress.

**“In Bakken, there is a lot of infrastructure to build. In Marcellus, the permitting process makes it difficult to ascertain exactly when rigs can be constructed. The use of satellite imagery provides both customers with a new level of valuable intelligence.”**

JASON FUCHS, PRODUCT DEVELOPMENT ENGINEER, GENSCAPE

<b>Challenge</b>	Develop a reporting solution that provides a new level of timeliness and accuracy to track the progress of extremely complex, multi-year energy infrastructure construction projects.
<b>Solution</b>	The Energy Infrastructure Development Report, the industry’s first real-time analysis tool that combines high-resolution satellite imagery with expert analysis, bringing new levels of transparency to the industry.
<b>Results</b>	For the first time, energy marketers, traders, regulators and distributors have direct access to midstream production data, empowering decision-makers with an unparalleled analysis tool.

### INDUSTRY

- Oil and gas
- Civil government

### USES

- Intelligence
- Change detection
- Asset monitoring
- Administration/management

### PRODUCTS USED

- Orthrectified satellite imagery