

Reliable & Resilient Service

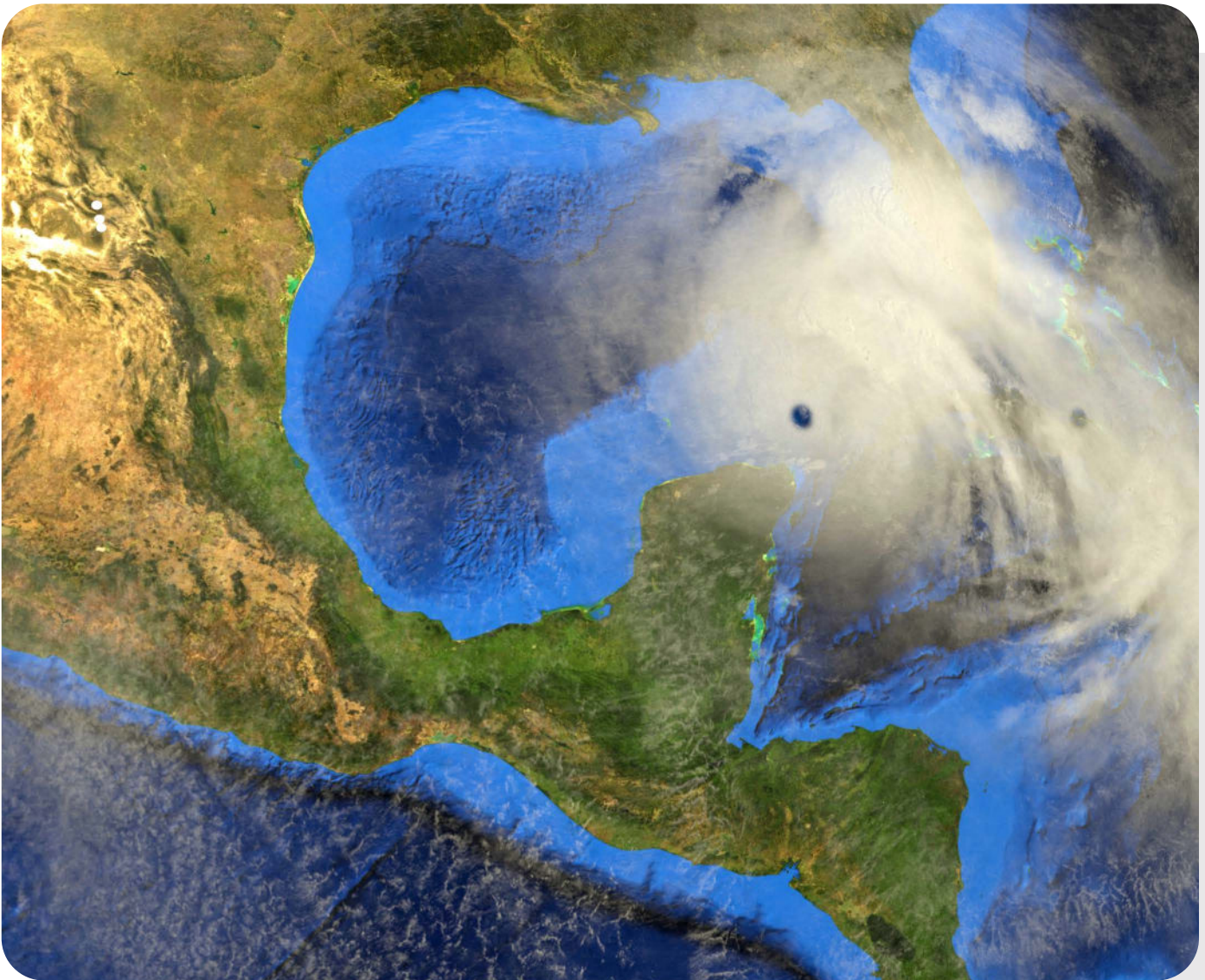
Powered by DataCapable's Outage Map Software Through a
Catastrophic Hurricane Season



Introduction

In the face of a catastrophic 2020 hurricane season, Entergy Corporation faced unparalleled challenges in maintaining power supply and communication with nearly 3 million customers. This case study dives into how DataCapable's innovative Outage and Event Map Software played a pivotal role in transforming Entergy's disaster response and communication strategy.

Amidst the chaos of Hurricane Laura, a once-in-a-lifetime storm, DataCapable's software solutions helped Entergy facilitate unprecedented levels of customer engagement and operational efficiency and also set new benchmarks in utility sector crisis management and resilience.

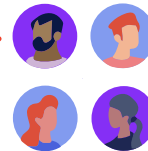
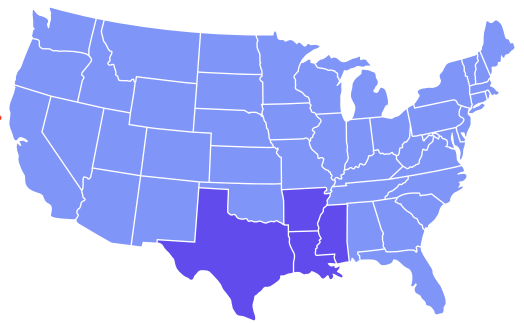


Background

With nearly 3 million customers relying on Entergy to deliver electricity in Louisiana, Texas, Arkansas, and Mississippi, the New Orleans-based energy provider understands that a traditional call center can be quickly overwhelmed during major storm events - especially during hurricane season. In an effort to communicate outage information more effectively and provide rapid, real-time restoration updates to customers and stakeholders, Entergy deployed DataCapable's Outage and Event Map solution in 2018.

But in late August 2020, Entergy's service territory was in the crosshairs of the record-breaking 2020 hurricane season as the first major storm - Hurricane Laura - brought ferocious category 4 winds, flooding, and a deadly storm surge that ransacked entire cities and parishes in South Louisiana. Recognized as the strongest hurricane to land on the Louisiana coast since 1856, Entergy faced many challenges with a once-in-a-lifetime storm.

By utilizing the customer-facing Outage and Event Map, Entergy kept customers and critical stakeholders up-to-date on restoration efforts, provided business leaders with data for logistical and operational considerations, and coordinated with city, state, and federal leaders on restoration activities, road closures, and general infrastructure damage.



Serving
3 million
Customers



Deployed DataCapable's
Outage & Event Map in 2018

Hurricane Laura



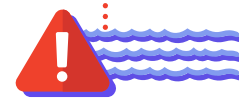
Hit cities and parishes
in South Louisiana



Powerful
Category 4 winds



Strongest hurricane to
hit Louisiana since 1856



Deadly storm
surge & flooding

DataCapable's Role

In preparation for the hurricane season, Entergy proactively embarked on a comprehensive initiative to modernize its disaster management capabilities.

Central to this effort was developing and deploying an integrated disaster management system, that seamlessly combined state-of-the-art technologies and tools to streamline outage management and customer communication.

DataCapable's Outage & Event Map Solution

Outage and Event Maps help mitigate concern and stress by providing utilities, government, smart cities, and emergency management teams with an instant visual gateway to inform and remain in communication with customers while simultaneously empowering operations centers and field crews with information to assess problems in the early moments of a crisis to act quickly and decisively before events escalate.



Experts in utility-specific software solutions.

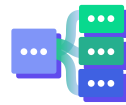


Providing utilities, government, smart cities, & emergency management teams with information in real time.

Outage & Event Map Key Components



Real-Time Information Visualization



Outage Communication Hub



Central Communication Hub



Efficient Management of Visitor Surges



Enhancing Customer Engagement



Decision-Making Support



Trusted Source for News Outlets



Seamless Integration



Continuity of Critical Services



Coordination in Relief Efforts

What Challenges Did Entergy Face?



1. Unprecedented Weather Events

Hurricane Laura's Category 4 intensity, with sustained winds of 150 mph and its distinction as the strongest hurricane to hit the Louisiana coast since 1856, posed unprecedented challenges.

2. Infrastructure Damage

High winds and flooding led to widespread destruction, necessitating the replacement of 11,000 power poles, 700 miles of wires, and 6,000 transformers. Rapid assessment and repair efforts were essential in responding to the extensive infrastructure damage.



3. Inaccessible Roads & Isolated Communities

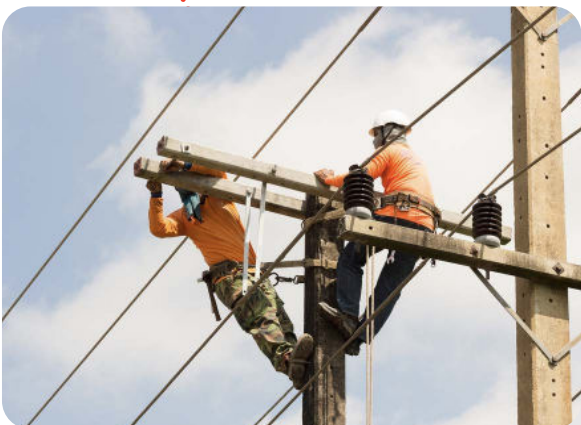
Reaching rural areas presented significant challenges, necessitating innovative logistical solutions.

4. Overwhelming Volume of Outages

Peak outages impacted over 600,000 customers. Managing simultaneous outages for hundreds of thousands required clear prioritizing of critical areas for restoration.

5. Communication and Coordination

Effective communication and coordination were crucial for keeping customers informed and collaborating with government officials, highlighted by over 3 million visits to the outage map and successful stakeholder collaboration.



..... Entergy's strategic planning, technological integration, and workforce dedication were crucial in navigating these challenges. This case study explores how the company successfully managed these obstacles, setting a new standard for utility companies in disaster response.

Solution

“The value of new, more efficient ways for Entergy to communicate outage status and updates to customers and stakeholders is clear, and DataCapable has been instrumental in developing and achieving that solution.”

- Alex Preston, Manager, IT Service Delivery, Entergy

By utilizing DataCapable’s Outage and Event Map software solution, Entergy offered the world real-time answers when they needed them most.

How widespread was the damage? Are work crews en route? What’s the estimated time of restoration? Is there a critical relief center or shelter nearby for my family to evacuate to?

With instant two-way communication and real-time mapping of events, Entergy offered its customers and key stakeholders a visual gateway into its recovery efforts for Hurricane Laura – the largest restoration effort ever mobilized in company history with more than 25,000 workers from 31 states.

Outage and Event Map was utilized as a trusted source by 12 News Now, Newsweek, and even the background of a briefing with the President of the United States of America.

Business leaders had direct access to up-to-date information on when their place of business would have its service restored and other data needed for operational and logistical challenges they faced as they recovered from the storm.

Municipal, state, and federal officials worked together effectively with the team from Entergy, utilizing the Outage and Event Map software solution. This ensured that restoration and relief efforts were directed promptly to where they were most needed. The coordination was seamless, and it facilitated the rapid recovery of services to essential facilities and communities. The highly efficient response received widespread commendation from numerous officials for its timeliness and effectiveness.

By leveraging simple-to-use visual communication tools, Entergy provided customers with methods of detailing where and when events occurred. As a result, the map was leveraged as a trusted source of information among news outlets covering the storm, as seen in 12 News Now, Newsweek, and even the background of a briefing with the President of the United States of America



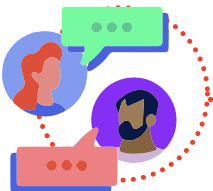
Outage and Event Map

DataCapable provided Entergy with a comprehensive real-time outage tracking and communication tool that provided the following solutions:



Real-Time Information Access

The software solution offered instant updates on outages and events, highlighting DataCapable's real-time information capabilities.



Central Communication Hub

DataCapable's platform provided a central hub for coordinating storm response, managing outage information, and enabling direct communication between utilities, municipalities, and customers.



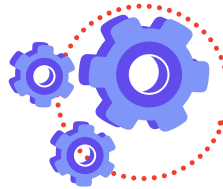
Trusted Source for News Outlets

The platform became a key information source for news agencies during hurricanes.



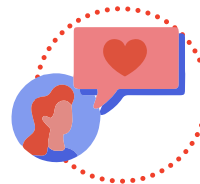
Efficient Management of Visitor Surges

During Hurricane Laura, the outage map attracted 7.9 million visitors, demonstrating exceptional user engagement capacity. DataCapable ensured uninterrupted outage map access.



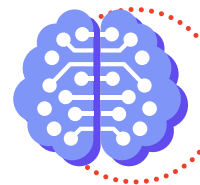
Continuity of Critical Services

DataCapable ensured the availability of essential systems during extreme weather.



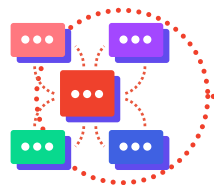
Enhancing Customer Engagement

The software solution improved customer interaction by offering transparent insights into restoration processes.



Decision-Making Support

DataCapable provided critical data for strategic decision-making and coordination with authorities.



Seamless Integration with Entergy Systems

DataCapable's technology integrated with Entergy's existing systems for unified outage management.



Coordination in Relief Efforts

The software solution aided in coordinating relief efforts between Entergy and government bodies during crises.

Results

Exceptional Customer Engagement & Restoration Efficiency

During the hurricane season, Entergy's strategic use of DataCapable's Outage and Event Map solution led to remarkable customer engagement and operational efficiency. The solution's effectiveness was evident in the over 3 million site visits recorded, highlighting its role as a trusted information source.

Efficient Restoration Process

Leveraging this technology, Entergy efficiently managed the enormous task of power restoration. With a workforce of over 25,000 from 31 states, the company swiftly addressed outages, prioritizing critical areas and facilities. By September 30, much of the service had been restored, a testament to the system's efficiency despite Hurricane Laura's widespread damage.

Stakeholder Collaboration

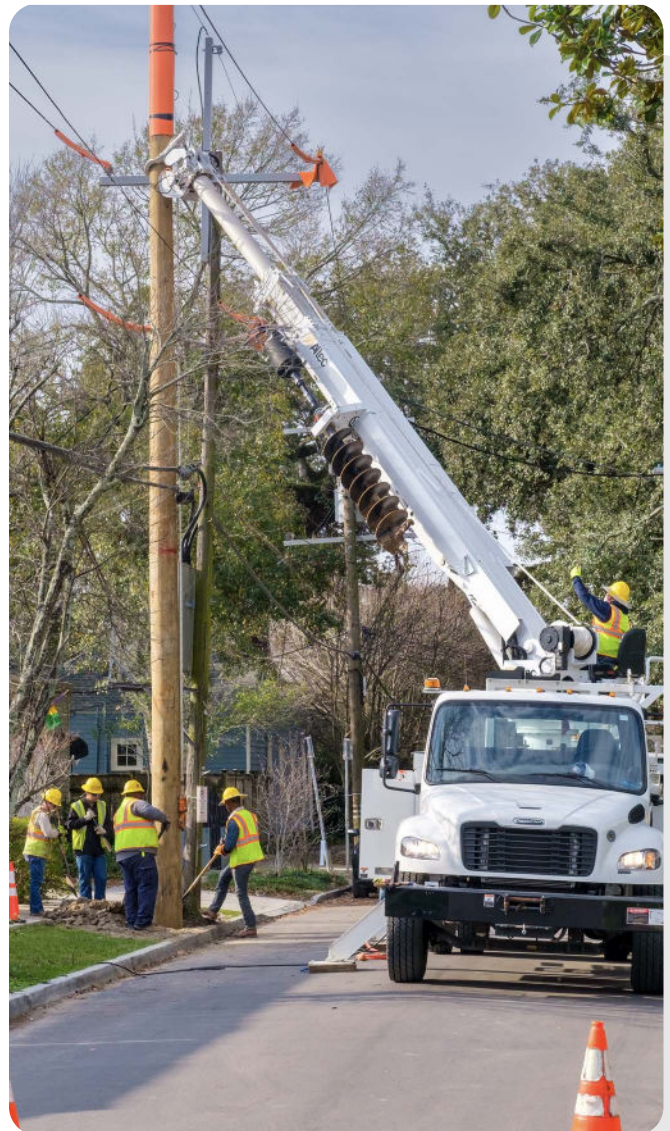
The platform facilitated effective coordination with local, state, and federal authorities, ensuring timely and efficient relief efforts. This resulted in resources being directed to the most impacted communities, proving the value of effective communication in crisis management.

Infrastructure Resilience

The company replaced 11,000 power poles, laid 700 miles of electrical wires, and installed around 6,000 transformers. This effort ensured the continuity of essential operations, including Geographic Information Systems (GIS), Outage Management Systems (OMS), Computer Information Systems (CIS), and Customer Relationship Management (CRM), even under extreme conditions.

"It's really miraculous what Entergy was able to do. In a month, they replaced 11,000 power poles, 700 miles of new wires, and 6,000 transformers."

- Louisiana State Sen. Ronnie Johns of Lake Charles



Conclusion

The 2020 hurricane season, especially the Category 4 Hurricane Laura, posed severe challenges for Entergy Corporation.

Utilizing DataCapable's Outage and Event Map software solution, Entergy significantly enhanced customer engagement, providing timely updates on outages and restoration efforts. This platform emerged as a reliable information source for customers, officials, and media, demonstrating the effectiveness of Entergy's data-driven restoration strategy in reducing community impact.

Entergy's proactive integration of advanced tools and communication platforms exemplified how technology can enhance customer experience and operational readiness. This approach met the immediate challenges and also set new standards for the utility industry in facing natural disasters.

Beyond Outage and Event Map, DataCapable provides industry-leading Threat Detection as well as a dynamic Community Portal for civic/utility operations and emergency management coordination.



DataCapable

Many utility companies struggle to meet their customers' growing expectations. DataCapable's industry-leading software equips utilities with outage maps and threat detection tools to improve their operations, ultimately delivering an exceptional customer experience.

Schedule a demo today!



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