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## **NISC® and Google Inc.™ Announce Channel Partnership**

Lake Saint Louis, Mo., September 17, 2009 – National Information Solutions Cooperative® (NISC) is partnering with Google Inc.™ to integrate Google PowerMeter into NISC's new iVUE® Meter Data Management System (MDMS). With this channel partnership, NISC will provide Google PowerMeter to NISC's utility Members/customers as a fully integrated customer self-service option. NISC made the announcement today in front of approximately 500 utility cooperative Members and customers attending the Utility General Session of its annual Member Information Conference, a learning event for Members of the utility and telecommunications industries, in St. Louis, Mo.

The NISC MDMS allows utilities to leverage the growing volumes of Advanced Metering Infrastructure (AMI) and Smart Grid data into NISC's existing iVUE enterprise application for customer billing, accounting, engineering and e-commerce solutions. The NISC / Google relationship will enable end-users of NISC's self-service application to enroll, login and view hourly and daily consumption information on their personal electricity usage, helping them understand their consumption patterns and make more informed choices about how they use electricity.

NISC welcomed former NASA astronaut and Google Advanced Projects Program Manager, Dr. Ed Lu, to its Member Information Conference to confirm the partnership with Google and to discuss the projected impact of Smart Grid on utilities and end-user customers.

"We are excited to expand our efforts with rural electric and municipal utilities who are committed to helping their consumers save electricity," said Lu. "Because of NISC's strong relationships with the rural cooperative market and several hundred mid-size utilities throughout America, we're thrilled about integrating Google PowerMeter into NISC's customer self-service and MDMS applications. We are eager to better understand the energy savings benefits and changes in consumer behavior when customers use this integrated solution."

NISC's iVUE MDMS will be pre-integrated with multiple AMI systems based on industry accepted integration standards. NISC's solution will provide ready access to data that will enable utility providers the opportunity to realize operational efficiencies by improving resource forecasting, monitoring distribution system reliability and enabling immediate demand response programs. This solution is a natural extension to the industry-leading iVUE application suite provided to utilities today.

Vern Dosch, NISC President and CEO, said, "Minnesota Valley Electric Cooperative will be the first of several Member utilities deploying the iVUE MDMS, including the Google PowerMeter option, starting later this month. We're thrilled to be working with Minnesota Valley and Google to help consumers better manage our increasingly precious energy resources."

The Google PowerMeter is one of several presentment options NISC will be providing to Member/Customers as part of its overall MDSM initiative. On August 26, NISC submitted an application to the U.S. Department of Energy for a Smart Grid Demonstration Program (SGDP) Funding Opportunity. SGDP funding could allow NISC to provide iVUE MDMS to utility customers years sooner than a normal development cycle. The NISC MDMS initiative will potentially impact more 7.5 million customers in 47 states.



NISC hosted a virtual press conference following the announcement to its Members and customers to discuss the Google partnership and the MDMS project. Dosch opened the press conference, attended by industry media and analysts, detailing the project objectives.

“Our first objective in this endeavor is to serve as a collection point for data coming in from all over the country,” Dosch said. “This allows us to begin the education process for consumers, helping them be more efficient by understanding how to improve their consumption patterns. It’s an important first step in being part of the solution of the energy crisis rather than part of the problem.”

Following the press conference, Lu and Google’s Chris Busselle answered attendees’ questions about Google PowerMeter at a Google information booth.

NISC’s Member Information Conference is held annually in two concurrent weeks and is attended by approximately 700 attendees each week.

#### **About Google**

Google's innovative search technologies connect millions of people around the world with information every day. Founded in 1998 by Stanford Ph.D. students Larry Page and Sergey Brin, Google today is a top web property in all major global markets. Google's targeted advertising program provides businesses of all sizes with measurable results, while enhancing the overall web experience for users. Google is headquartered in Silicon Valley with offices throughout the Americas, Europe and Asia. For more information, please visit <http://www.google.com>.

#### **About NISC**

National Information Solutions Cooperative (NISC) is an information technology company that develops, implements and supports software and hardware solutions for our Members/Customers. We deliver advanced solutions, services and support to more than 510 cooperatives and other public power entities and independent telephone companies in 47 states, one U.S. territory and Canada. NISC is an industry leader providing Information Technology (IT) solutions for consumer and subscriber billing, accounting, engineering and operations, e-solutions, automated mailroom services, bill printing, third-party integration as well and more than 75 other IT solutions.

NISC has facilities in both Lake Saint Louis, Mo. and Mandan, N.D. and employs more than 760 professionals between the two locations. Additional information about NISC can be found at [www.nisc.coop](http://www.nisc.coop).

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