



New Technologies Help Entergy Mississippi Customers Weather Storm Season

Utility implements Web-based outage reporting, faster outage response

As Entergy Mississippi, Inc. braces for the transition from the spring storm season to hurricane season, the company is better prepared than ever to respond to customer outages quickly and efficiently. That's due to improved technologies in Web-based outage reporting and dispatching software.

Earlier this year, Entergy launched an enhanced View Outages Web site that shows outage reports for customers on a street-by-street basis — a rare offering among power companies.

In addition, the utility recently upgraded its dispatching software to a cutting-edge, centralized system that helps personnel respond to outages faster and use less fuel.

"We're able to offer these improvements because we always take a look-ahead approach in our planning and preparation," said Gloria Johnson, director of customer service for Entergy Mississippi, Inc. "Some of these capabilities put us at the forefront

of customer service, and that's something we take pride in. Increased efficiency also helps us reduce operating costs, and we can pass the savings along to customers."

View Outages can be found at entergy.com. Customers choose the utility company where they live, such as Entergy Mississippi, and are taken to a map showing the power status for the area. Green lines

show power is on at the street, while red lines show power is off. Customers may zoom in to a street-level view to see the power status where they live or work, or where their children attend school.

"This new capability shows customers exactly where power is available on a street," Johnson said. "That's a great help when waking up after a bad storm and

wondering whether your child's school has electricity or not, or when leaving work and wondering if the power at your home is back on.

"It's important for customers to remember, though, that conditions or damage at their residence or business may prevent them from receiving power, even though power is available on the street."

The other major technology improvement — an upgraded dispatching system — offers a number of advantages.

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A.J. Jordan, serviceman for Entergy Mississippi, Inc., shows Doug Byrd, a troubleman for Entergy, how the new mobile data technology can help them respond to outages more quickly.

Entergy Earns 11th Straight Edison Electric Institute Award for Storm Response

Receives EEI Awards for responding to Gustav, Ike and assisting two other utilities

Entergy Corporation accepted two national awards recently for its work restoring power after hurricanes Gustav and Ike and for helping two utilities recover from severe weather. It is the 11th consecutive year Entergy has received storm response awards from the Edison Electric Institute.

Entergy received an EEI Emergency Recovery Award for restoring power to more than 1.6 million customers following Gustav and Ike, which struck less than two weeks

apart in September 2008. It also received EEI's Emergency Assistance Award for helping Public Service of Oklahoma following a

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December 2007 ice storm and AEP Texas after Hurricane Dolly in July 2008.

Entergy is the only company to be honored every year since the EEI Emergency

Response Awards were first presented in 1998. Entergy has now won four awards for its efforts restoring power to its own customers and nine awards for helping other utilities repair their systems.

"It's a tremendous honor to receive awards 11 years in a row. I think it shows our employees are known throughout the industry for their outstanding preparation

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"New Technologies..." CONTINUED

For starters, it's a "smart" system, meaning that if an employee is sick or on vacation, it re-shuffles the work among the remaining employees in the area. Also, the new software automatically routes each job to minimize traveling distance, saving employees valuable fuel and time reaching customers.

For linemen who respond to outages, the dispatching software corresponds to a laptop computer in their vehicles, where service tickets are downloaded. This gives them the capability to quickly respond to jobs that may arise while they're already out in the field.

"This improvement helps save on mileage and fuel costs, and shortens our restoration time," said Eddie Dixon, Entergy

Mississippi's continuous improvement manager. "It helps employees route work efficiently and, because you can send work to personnel in the field, those workers don't have to keep coming back to the office for tickets."

A GPS device in the laptop interfaces with the company's equipment mapping system and directs employees to the address of each service call. Such precise navigation is particularly helpful

when an employee is new to the company or working in an unfamiliar area, or when crews from Entergy's sister

companies team up on storm-response efforts in Mississippi.

"If crews from Louisiana come here to help restore power, they can take a flash drive, load Mississippi's maps onto it and upload that information to their laptops," Dixon said. "Then, the Louisiana employees can work just as quickly and

effectively as the Mississippi crews, because they know exactly where to go to respond to outages.

"When the situation is reversed, we can use GPS technology to improve our response for Louisiana customers."

Customers may zoom in to a street-level view to see the power status where they live or work, or where their children attend school.

"...Edison Electric Institute Award..." CONTINUED

and dedication to getting the job done safely and quickly," said Randy Helmick, Entergy's "storm boss" and vice president of transmission. "Their focus on safety allowed us to rebuild significant sections of our system within 24 days after Gustav and Ike and work a total of 8.7 million man-hours while setting the best safety record in our company's history."

Gustav made landfall Sept. 1, 2008, and knocked out power to customers in three of the four states served by Entergy utilities. It hit Louisiana hard, leaving 71 percent of customers without power. Ike struck the Texas coast on Sept. 13, 2008, leaving 99 percent of Entergy Texas, Inc. customers without power.

"We faced significant technical and physical challenges in both storms, but we were able to restore power to everyone who could take it by Sept. 25," Helmick said. "It was a huge job that had damage spread across 67,000 square miles of our service territory. We had to replace or repair nearly 85,000 miles of distribution lines and roughly 6,000 miles of transmission lines."

Helmick added, "These two storms capped one of our busiest years ever for responding to severe weather — from a horrific series of tornadoes to back-to-back hurricanes. For Gustav, we assembled a workforce of approximately 15,000. Ike struck as work was starting to wind down in some of the less-damaged areas hit by Gustav. We were able to shift a good number of those workers to help repair damage from Ike. In total, 12,000 employees and contractors responded to Ike."

Entergy also received an EEI Emergency Assistance Award for sending crews to help Public Service of Oklahoma respond to an ice storm that hit the Tulsa area in December 2007 and AEP-Texas recover from Hurricane Dolly.

"It's part of our industry's culture to respond when someone is in need. We receive the benefits of this mutual utility company assistance when our region is hit by major storms, so it's only right that we respond in kind and help our neighboring utilities get the lights on as quickly as possible," Helmick said.

EEI President Thomas R. Kuhn said, "Entergy's system had significant damage from the back-to-back hurricanes, with direct hits upon each landfall, yet the company as usual fought hard to get customers' power back on through all of that adversity. Entergy proved its helpfulness to other utilities as well — again, an Entergy tradition. Year in and year out, the company has provided one great example of the determination electric utilities have after natural disasters."

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