

## ACS & EFACEC: Joining Forces for Growth

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One 2008*

- ACS Acquired by EFACEC
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- Innovation at Cellnet+Hunt

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The McDonnell Group has been providing retained strategy advisory and public relations services to the Atlanta-based Advanced Control Systems, Inc. (ACS), a leading provider of smart grid solutions to the global electric power industry, since its founding in 2005.

On October 25, 2007 Group EFACEC, a leading supplier of automation systems and infrastructure solutions to the global energy and transport sectors, announced that it had acquired ACS. Following the acquisition of ACS, EFACEC took another major step in its strategic growth plan for the North American market with the November 7 announcement of plans to build a new \$100 Million, state-of-the-art, transformer manufacturing facility in Effingham County, Georgia near the town of Rincon.

The acquisition brings with it a mutually beneficial relationship for EFACEC and ACS. EFACEC's investments will strengthen its connection with current customers, including major U.S. utility companies, and its ability to reach new clients. With a long-standing reputation as a

leading innovator in the utility automation industry, ACS, backed by the resources and technology of EFACEC, will continue to launch new products and expand services to meet the needs of a rapidly growing smart grid marketplace.

Prior to the acquisition of ACS, Group EFACEC already counted several leading North American investor-owned utilities among its customers, including Florida Power and Light, Pacific Gas & Electric Company, Southern Company and Duke Energy. Major US utility customers of both ACS and EFACEC include Nevada Power and NSTAR. With the acquisition of Advanced Control Systems, EFACEC now serves utility customers in nearly every state in the USA. Founded in Portugal in 1948, EFACEC employs over 3,000 people and maintains a presence in more than 60 countries worldwide. EFACEC's annual revenue exceeds US \$600 million.

On November 5, Georgia Governor Sonny Perdue and EFACEC CEO Luis Filipe Pereira announced plans for the plant at a press conference, held on



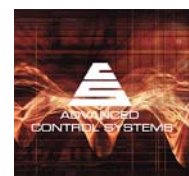
Georgia Governor Sonny Perdue

the steps of the Georgia State Capitol. The plant, which will ultimately create over 600 new American jobs, is slated to deliver large transformers to U.S. utilities by the end of 2009.

Founded by retiring CEO John Muench in 1975, ACS has grown into a leading provider of smart grid automation solutions to the electric power industry. ACS has over 250 utility customers worldwide. EFACEC will operate ACS as a wholly owned US subsidiary, with headquarters remaining at the current location in Norcross, GA.

For more information visit:

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



## Signum Caps Successful 2007 with Record Growth



Signum Group LLC, a leading enterprise asset management consulting and systems integration company, joined The McDonnell Group's client roster in June 2007. As its marketing strategy and public relations agency of record (AOR), TMG provides Signum with a full spectrum of marketing communications services.

Signum is rapidly expanding its presence in the marketplace, as evidenced by its record

growth in 2007. This past year brought not only substantially increased revenues, but also a number of industry honors and achievements to the company.

"Across the board, we attained a remarkable performance this past year, and these achievements reinforce our positive outlook for the years ahead," said Signum CEO Sue Hrib. "Signum has an industry leading staff of veteran consultants with an

intense commitment to helping customers achieve competitive advantage from their asset management systems and strategies. We've made sound strategic moves to better serve customers and expand our potential in key growth areas including reliability consulting and full Oracle E-Business system deployments for the largest customers across a range of asset intensive industries."

For more information visit: [www.signumgroup.com](http://www.signumgroup.com)

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*"We continue to build on our strong foundation for further growth, but we'll always measure our real success by the proven value we deliver to our growing customer community."*

**Sue Hrib, CEO & founder, Signum Group**

### 2007 Highlights:

- Signum, an Oracle Certified Partner, experienced profitable revenue growth over 100% while maintaining its mark of 100% project success.
- Signum expanded its executive team and staffing over 100% to meet the developing needs of the company and its customers.
- Signum increased investment in its SignumWay™ suite of implementation tools tailored for Oracle E-Business deployments.
- Signum secured 13 new contracts and completed delivery of 14 mission critical projects for customers with combined global revenues of over \$15.5 billion.
- Signum Group expanded its government programs and completed an asset logistics appraisal project for the United States Marine Corps with partner Stanley & Associates.
- Oracle honored Signum Group at its prestigious Titan Awards for Signum's highly successful deployment of Oracle eAM at AGY, a glass fibers manufacturing company.
- As a Platinum Sponsor of the 2nd Annual Oracle Maintenance Summit in January 2008, which drew over 300 people from around the world, Signum Group led Oracle E-Business customer forums and Signum customer Kyle Nelson, Vice President Power Production & Engineering at Sunflower Electric, presented the keynote address on Energizing Maintenance with Oracle R12 On Demand.

## Cellnet+Hunt: Empowering Consumers with the ecoMeter

Cellnet+Hunt has a long history of innovation as the leading provider of advanced metering, energy efficiency, and infrastructure communication systems to electric, gas, and water utilities worldwide. They continue to seek benefits for their customers through the early adoption of new technologies as evidenced at the DistribuTech Expo held in Tampa Bay, Florida in January where Cellnet+Hunt featured a demonstration of the ecoMeter™, a groundbreaking consumer energy display.

The ecoMeter reflects a new level of research and

development innovation that is leading the way in global efforts to empower consumers to be financially and environmentally smart in their energy and water use. As a consumer monitor that installs easily anywhere in the home and displays electric, water and gas usage, along with dynamic pricing alerts, the ecoMeter presents an opportunity for North American utilities to engage their customers and give them an active role in energy management and demand response. The ecoMeter can receive usage information from any electric meter and pricing information from the utility. It is also configured to interface with pulse and

flow meters to display consumption of gas and water. A soon to be released ZigBee® interface will allow communication directly with advanced metering systems.

Developed by Ampy+Email, the product has been in use at utilities in Australia for two years and is being readied for pilot deployment at a number of utilities in the United States. Ampy+Email and Cellnet+Hunt are sister companies owned by the Bayard Group.

For more information visit: [www.cellnethunt.com](http://www.cellnethunt.com)



*ecoMeter: A consumer energy display device being offered by Cellnet+Hunt*

## Turnpoint Expands and Delivers

Since the formation of Turnpoint Solutions in December 2005, the company has continued to expand their business domain and process driven IT consultancy services for the mining, transportation, and utility industries around the globe. 2007 was no exception as several key developments have strengthened Turnpoint's position in the global market and allowed the company to provide increased value to their customers across their services areas.

Turnpoint's position in the global arena was augmented with the securing of several contracts in Turnpoint's

key vertical mining practice, including Anglo American, Xstrata, and Freeport McMoRan Copper and Gold. Turnpoint's longstanding mining and transportation practices in Australia and New Zealand were also enhanced with an ongoing services panel contract with Power & Water Corporation to provide support for their enterprise asset management programs.

In conjunction with the expansion of Turnpoint's global business intelligence services programs in 2007 that included the addition of four business intelligence integration services contracts,

Turnpoint has taken measures to increase their opportunities to deliver value to their customers by joining the Business Objects Partner Program as a global solution provider. Turnpoint CEO Rick Higdon remarked, "Our worldwide customers continue to increase their use of business intelligence systems as key components of their continuous improvement programs. Business Objects is the leading global provider of business intelligence software, and we are pleased to join the Business Objects partner program as a global solution partner."

For more information visit [www.turnpoint-solutions.com](http://www.turnpoint-solutions.com)



*"As we continue to develop relationships across the globe, our focus remains on the strategic application of technology and proven program management to deliver a measurable, sustainable competitive advantage for our clients."*

**Rick Higdon**  
CEO Turnpoint Solutions

## Smart Grid Takes a Seat at the National Electric Forum

**By Don McDonnell**

I attended the 2008 National Electric Delivery Reliability Forum that was held February 20-21, 2008 in Washington, DC. The US Department of Energy Office of Electricity Delivery & Reliability and the National Association of Regulatory Utility Commissioners (NARUC) organized the event, and in all, over 400 delegates attended.

The emphasis on Smart Grid, Demand Response (DR), and Energy Efficiency (EE) at the event demonstrated that these issues are no longer relegated to the “Kids Table,” but they have taken their seats at the “Big Table.” While The Smart Grid theme is a hot topic, regulators are still grappling with what exactly the opportunities are, what exactly the smart grid is and how to pay for it. Demand Response and Energy Efficiency are no longer sidebar programs with federal and state regulatory agencies but main areas of focus that will continue to grow. In addition, EEI has highlighted the importance of these issues with the formation of their Energy Efficiency Institute in 2007 and with their recent news about their smart grid collaboration with NARUC. Several utility executives and a large number of

panelists suggested that in order to effectively remove the uncertainty surrounding supply side investments in the utility industry, a forward price for CO2 must be established to help provide the visibility needed for longer term capital allocation in the energy sector. There was no strong consensus on the type of CO2 legislation that should be passed, but there was a strong consensus that the uncertainty was damaging the utility sector’s ability to effectively plan and fund larger projects for the long term.

EEI Chairman Jeff Sterba reminded the audience of the three external forces effecting the utility industry which had combined in recent years to drive up costs: 1) uncertainty about pending CO2 legislation 2) rising fuel costs (natural gas) 3) the rising cost of external materials used for capital plant investments (copper, concrete, etc).

GE Energy’s General Manager of transmission and distribution business Bob Gilligan laid out the GE Smart Grid strategy with a speech that addressed elements of the emerging smart grid, including its role in improving utility ROA and productivity and supporting energy efficiency and DR programs. According to

Gilligan, much technology exists today, and the challenge is moving to its application.

The event concluded with an important speech by Assistant Secretary of Energy “Bud” Albright. Albright emphasized that the US has always led the world in technology innovation and a reliance on that capability is essential for the reduction of greenhouse gas emissions. Albright noted that there is over \$37 Billion being invested in clean energy technology in the USA from various capital sources. He noted that while new technology is needed, the US also needs to focus on deploying the technology that already exists today. He suggested that the US must work on accelerating roll out of the Smart Grid approach, including investments in smart metering technology.

We noted a movement at this event from a traditional focus on supply planning, market operations, and transmission build out to greater emphasis on the Smart Grid, Demand Response, and Energy Efficiency. FERC, US Department of Energy, state regulatory agencies and utility executives are aligning a forward market vision that makes these latter issues top priorities.



## Program ROI Spotlight: Focus on Practical Methods™

Before the incorporation and launch of The McDonnell Group in Summer 2005, we invested significantly in the development of our *Focus on Practical Methods™* program methodology. As former technology executives, we have all learned first hand the critical importance of project management, integrated marketing communications planning, and the measurement of discrete return-on-investment (ROI) from marketing program expenditures. Whether its ad equivalency analysis for public relations, or metrics applied to lead generation, we consistently deploy our

program methodology in support of our clients' success.

We don't deliver tactical or 'ad hoc' program support without strategic context and knowledge as many PR and marketing consulting firms routinely do.

Instead, we partner with senior management in the same way we would as full time executives. TMG is, in many cases, an equity partner in our clients' businesses. Regardless, we deliver the same advice and focused support with an eye towards program ROI and value creation. Our clients appreciate this dedicated, disciplined and partner-oriented approach.

### Program Delivery & Sales Process

- Collateral
- White Papers
- ROI Studies
- Demo Scripts
- Sales Presentations
- Special Calls
- Seminars & Tradeshows
- Corporate Visit Blueprint & Kit
- Phone Support & Scripting
- Advertising
- Public Relations
- Analyst Relations
- Lead Generation & Tracking
- Event Marketing
- Sales Process

### Company & Solution Planning

- Market Requirements Doc
- Solution Business Case
- Fish or Cut Bait
- Buy, Build, Partner
- Positioning Document
- Pricing Model
- Product Requirements
- Product Contract
- Functional Specifications
- Documentation Plan
- Solution Introduction Planning

### Foundational Analysis

- Suspect Pain
- Market Research
- Competitive Analysis
- Solution Profitability Review
- Win/Loss Analysis
- User/Customer Feedback

## Whitney McDonnell Joins The McDonnell Group

Whitney Kellogg McDonnell joined The McDonnell Group in November 2007 as the Marketing Programs Coordinator. She has been supporting TMG and its clients with public relations and marketing communications services. As the TMG team writer, she assists clients in the development and implementation of an array of strategic communications programs.

Whitney's experience includes her position as the Development Director for The King Urban Life Center, a community center

in Buffalo, NY that offers educational and social programs for inner city children and families. Whitney coordinated the center's fundraising and public relations, including researching and writing grants, planning and executing publicity campaigns, preparing and distributing press releases and quarterly newsletters, and cultivating relationships with funders and associated organizations.

Whitney also spent seven years as a tenured teacher in the Buffalo Public School District where she worked with students primarily in the areas of literacy and

communication skills. Her experience as a teacher included three years at the Frederick Law Olmsted School for Gifted and Talented Students. Whitney earned an M.S. from Buffalo State College in Education and a B.A. from the State University of New York at Buffalo in International Studies.

As the newest member of the TMG team, Whitney is looking forward to continuing her work with clients to assist them in executing their marketing strategy and achieving results that will lead to their long-term competitive success.



Whitney McDonnell  
TMG Marketing  
Programs Coordinator

## McDONNELL GROUP

2564 Oak Village Place  
Marietta, GA 30062  
(404) 583-0003

### Executive Staff:

Charlotte McDonnell  
President & CEO  
Attorney-At-Law, CA, GA, MS  
[Charlotte@themcdonnellgroup.com](mailto:Charlotte@themcdonnellgroup.com)

Don McDonnell  
Managing Director  
[don@themcdonnellgroup.com](mailto:don@themcdonnellgroup.com)

Jeanine Meier  
Affiliate Vice President Programs  
[jeanine@themcdonnellgroup.com](mailto:jeanine@themcdonnellgroup.com)

Alain Récarorde  
Affiliate Vice President Research  
[alain@themcdonnellgroup.com](mailto:alain@themcdonnellgroup.com)

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

## TMG Business Development Services

The McDonnell Group's principals have a proven tech industry track record launching start-ups, raising venture capital, and generating value for shareholders. We offer specialty strategy consulting and services to support developing and completing M&A transactions on the buy and sell side, filing IPOs, and completing private equity placements. We cultivate

close working partnerships with leading technology and energy investment banking partners who we engage as needed to support our clients' needs.

TMG offers flexible success fee programs, discounted integrated services, and full contingency programs for qualified start-ups and companies in our vertical areas of expertise.

If you are interested in exploring our business development service programs, please contact Managing Director Don McDonnell:

[don@themcdonnellgroup.com](mailto:don@themcdonnellgroup.com).

Confidential references and case studies are available under NDA and we guarantee our work. Customer referrals are also greatly appreciated.



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THE MCDONNELL GROUP, INC.  
2564 OAK VILLAGE PL  
MARIETTA, GA 30062