



Copperleaf Technologies: Building a Better World, One Decision at a Time

“Copperleaf is revolutionizing the way energy and water providers are making investment decisions in their critical infrastructure.”



Judi Hess, CEO

Knowing the Key Executive

Judi Hess, CEO - Judi has broken new ground in the software industry in leading the development of innovative applications that have been revolutionary in the fields of aerospace, graphic communications, and now, asset investment planning. Prior to Copperleaf, she was president of Creo, a high tech company based in Burnaby, BC that was sold to Eastman Kodak in 2005 for over \$1 billion USD. She began her career at MacDonald Dettwiler and Associates (MDA) as a software developer. Judi is a member of the Premier's Technology Council of British Columbia, and a member of the board of directors of Pason Systems Inc. (TSX: PSI). She was recognized in 2015 as an EY Entrepreneur of the Year award finalist in the Turnaround Entrepreneur category, and a YWCA Women of Distinction Award Nominee in the Entrepreneurship category. Originally from Toronto, Judi and her family live in Vancouver. She holds an Honors Bachelor of Mathematics Degree with Distinction, Dean's Honors List, from the University of Waterloo.

“Our enterprise software solutions leverage operational, financial and asset data to empower organizations to identify and analyze investment trade-offs effectively, and make faster, smarter, greener, and more strategic investment decisions.”

Billions of dollars are being invested every year to sustain the infrastructure we rely on each and every day. For the organizations that manage this critical infrastructure, physical assets are the backbone of their entire operation and they must ensure these assets are operating at optimal performance and are not posing a risk to the public, the company, or employees. With access to more information than ever before, businesses are seeking solutions to help them utilize the vast amount of data to make strategic, risk-based investment decisions and improve their performance. Copperleaf recognized that the industry needed not only new processes to support these decisions, but also new technology.

Copperleaf has developed a unique approach to Asset Investment Planning and Management (AIPM), and designed an industry-leading decision analytics software solution from the ground up. The Copperleaf AIPM solution helps asset-intensive organizations decide where and when to invest in their infrastructure to maximize performance, minimize risk, and deliver the highest value to their stakeholders. It pro-

vides the necessary framework to help clients forecast the long-term needs of their assets, and make informed investment decisions based on risk and economics.

Today, C55 has become the most widely adopted investment decision analytics solution among energy and water utilities, managing more than \$280 Billion in asset investments in leading organizations around the world.

Helping make Business Decisions based on Smarter Insights

Copperleaf has been at the forefront of asset management best practices for more than 20 years, actively participating as a member of The Institute of Asset Management (IAM), the ISO 55000 standards committee, and other international bodies. The company's powerful optimization capability can automatically calculate the value and timing of numerous, dissimilar projects—with their associated timelines, values, and risks—to come up with an optimal plan while adhering to multiple financial, resource, and timing constraints.

No other solution performs this complex level of dynamic optimization.

A World Class Decision Analytics Software Solution

Copperleaf's decision analytics software is helping organizations move from expert opinion and intuition-based decision making to evidence-based, risk-informed decision making. The company's unique Value Framework helps clients define what brings value to the organization, and align investment decisions to its strategic objectives. Quantifying the benefits of an investment, and gaining agreement on the value of those benefits, allows businesses to objectively trade-off different types of investments to understand which combination will bring the most value.

Copperleaf clients have been able to recover their investment in C55 within the first planning cycle by creating an investment strategy that delivers greater value to the organization more effectively. Copperleaf's solution is helping clients:

- Align investment decisions to their strategic objectives, including risk and service level targets
- Improve the efficiency and effectiveness of their planning processes
- Reduce the time and effort needed for investment justifications and approvals
- Proactively manage risk in their aging infrastructure
- Compare investment scenarios for both short- and long-term planning to optimize the use of scarce resources
- Track progress and update assumptions to continuously improve performance

Delighting Customers with C55

“We now have a robust process in place to create, manage and optimize all of our asset investments across the distribution system,” said Jim Pegg, Hydro Ottawa’s manager of asset planning. *“With Copperleaf C55, we now have much better visibility into the sustainment needs of our asset base over the long-term, and we can clearly demonstrate that our investment plans are aligned with our company priorities.”*

“With Copperleaf C55, we’ve aligned our procedures with best practices outlined in the ISO 55000 asset management standard. We now have a transparent picture of all of our major asset classes, and can compare different investment scenarios for both short-term and long-term planning to help us make the best use of our resources. Overall, it’s given us greater confidence in our decision

making, and our ability to plan for the future.”

—Einar Mathiesen, Executive Vice President, Energy Division, Landsvirkjun National Power Company of Iceland

Customer Base

Copperleaf’s clients include some of the largest, most well-respected energy and water companies in the world, including Hydro-Quebec, Anglian Water, Tennessee Valley Authority, BC Hydro, Manitoba Hydro, ONE Gas and Duke Energy. It has established a solid footprint within electrical and gas utilities in North America, and is expanding rapidly in other regions, securing strategic wins within marquee accounts in new geographies in 2015.

Global Footprint

Copperleaf’s head office is based in Vancouver, BC, with regional staff in Ontario (CA), Texas (US), Los Angeles (US) and London (UK). Its solutions are also distributed and supported by a global network of consulting partners including Accenture, Capgemini, Deloitte, PwC and KPMG, as well as AIPM-expert distributor and resellers partners in Quebec, the Netherlands, Australia, Chile and Colombia.

Looking at the Future

Copperleaf has achieved strong growth as more businesses seek to leverage analytics to help them make faster, smarter, greener and more strategic investment decisions. The company recorded a 1081% revenue growth over the

past 5 years, and has increased its staff by 40% since the beginning of 2016—relocating its head office to a larger tech centre in Vancouver to accommodate this expansion. The company plans to double the R&D team in 2016 and is investing at a strong and steady pace in R&D and other key areas to increase its innovation gap and capture market share internationally. Longer-term, the company plans to extend the C55 decision analytics platform to industries beyond those focused on critical infrastructure. ^{SR}