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MAKING IT CLEAR



The sales team: around Fabrice Vigneron, Manager of the Commercialization Division, are, from left to right, Estelle Barranger, Hélène Bizet and Stéphanie Courteille, the Account Managers.

Spotlight on commercialization

Storengy, a subsidiary of GDF SUEZ, devoted to the storage of natural gas, commercializes storage capacity for twelve underground storage sites in France. The team in charge of this commercialization is organised into three divisions.

Created on 31st December 2008, Storengy draws on fifty years' of experience and expertise. Now that it has become a separate company, Storengy has its own management structures enabling it to carry out all of its duties, which involve developing, operating, and commercializing natural gas storage capacities in France, the United Kingdom, Germany and Canada.

Dedicated points of contact

Within Storengy, the **Commercialization Division** is your main point of contact, particularly the sales team, overseen by Fabrice Vigneron. Each account manager oversees a portfolio of clients, implementing the storage rights allocation process and organising the sale of storage capacities. They also take care of contracting aspects, up to and including billing. The account managers, who are tasked with taking the lead in customer relations, organise various meeting opportunities all year round (including workshops, visits, and conventions). The sales team is also in charge of gauging customer satisfaction.

Proximity marketing

Prior to their involvement, the **Marketing Department** sets the sales offer (including the structure of the offer, the performance of the storage groups, and the rate), in close cooperation with the sales representatives who share customer feedback, and the operational staff, who take account of the physical framework. As the interface for the Directorate-General of Energy and Climate and suppliers, the Marketing Department participates actively in the Storage workshops with a view to the constant improvement of the allocation process. It is also in charge of relationships with the French regulatory authority (CRE).

Operational coordination

The sales contract is executed by the **Industrial Management Department**. Made up of a team of engineers, it is in charge of monitoring performance at sites and drawing up the yearly maintenance programme with GRTgaz and Elengy. Coordinating injection and withdrawing campaigns in line with customer demand, these engineers are always on call via telephone in the event of customers encountering difficulties in managing their nominations. ■

EDITORIAL

Jean-Marc Leroy,
CEO of Storengy



With a view to transparency and compliance with rules of non-discrimination, Storengy has made communication with its customers a major line of its strategy's development.

Thus, training sessions reserved for our contact persons have been organised at storage sites since last Autumn, and, on 1st January 2009, Storengy onlined its new website (www.storengy.com), which replaces the Major Infrastructures Division's old website. Other initiatives designed to strengthen the relationship with our customers have been developed, such as the storage workshops which enable us to meet you, listen to you and, together, find solutions to better align our offer to suit your needs. It is with this in mind that we have developed the Storengy.com letter, of which this is the first issue. Every three months, it will report on our Storengy activities in France and Europe, our offer and our projects.

Enjoy your reading and do not hesitate to send us your feedback.

Agenda

- The process for allocating storage capacities on 1st November 2009 will begin on 8th September.
- 7 key steps will continue until 28th September.

Find out more: click on [The allocation process of November](#)

In Germany too

Through its subsidiary Storengy Deutschland, Storengy also commercializes storage capacities for two storage sites in Germany. Sales are conducted through auctions for 5, 10 or 20-year periods.

The benefits of electrocompression

The Cerville storage site, part of the Serene Nord Group, has benefited from an investment programme used to modernise the compression process which is essential to the site's operation.



For the past few months, nearly all of the compression needs of the Cerville

storage site near Nancy have been handled by the 12 MW ABB electric compressors. "This is a symbolic worksite, because it is the first electric compression workshop of this size in a storage facility in France," explained Dominique Morival, Project Manager. This pioneering work was carried out to reduce environmental impact: "By replacing old motocompression equipment with an electrocompressor, we have achieved almost zero emissions of NO_x and CO₂, because there's no combustion anymore", he continued. They also make it possible to improve reliability, by providing the site with recent, high-performance equipment. The installation of the new electric compressors took place at an untouched part of the site, where a new building had been constructed. The work, which began in late 2006, took 180,000 hours to finish. Over this entire period, a very complete system was instituted in order to ensure the safety of the employees (up to a hundred people on-site some days) and equipment. ■

In Brief

Two new products, "Saline Plus" and "Saline 3 ans" were designed upon the completion of the March 31 storage workshop, during which Storengy's clients and prospective clients were able to give their opinions on how to sell off the storage capacities that were still available as of 1st April 2009.

- The storage capacities put on sale on 5th May for Saline Plus represented 677 GWh, and were acquired for a period of nine or ten months (from 1st June or 1st July 2009 to 1st April 2010).

- The storage capacities put on sale for Saline 3 ans (34 months) represented a package of 400 GWh, and were acquired on 7th May for the period running from 1st June 2009 to 1st April 2012.

Find out more: click on [Saline Plus and Saline 3 ans](#)

Live

Meetings in the field

Since late 2008, six training sessions have been held for clients at Storengy's storage sites.

Available free of charge to all of Storengy's clients and prospective clients in France, these technical training sessions make it possible to explain and promote storage offer by moving them to very heart of the industrial facilities. Six sessions have been organised for that purpose at the Beynes, Gournay-sur-Aronde, Germigny-sous-Coulombs, Saint-Clair-sur-Epte and Saint-Illiers sites. The technical and sales presentations in the meeting room are followed by visits to facilities and meetings with operators.

"Being physically present on the industrial site makes it possible to give the participants a better understanding of the industrial process, explain the origins of a storage site's performance, and how that relates to the offer," explains Stéphanie Courteille, Account Manager.

Strengthening dialogue

The participants in these daylong affairs appreciated this ability to better understand the services being offered, getting a real feel for notions of technical

performance and risk management. They were also able to hold discussions with the site operators and better express what they expect from Storengy's services. Reassured by the excellent feedback in the satisfaction questionnaires, Storengy intends to make these training sessions a permanent programme. It has already offered them to institutional stakeholders such as the French regulatory authority (CRE) and the Directorate-General of Energy and Climate. ■

To learn when the next training dates will be held: access@storengy.com