IHS Markit™

Major Industrial Plant Database®

Detailed Energy-Use Data Identify and Map Industrial Prospects

Target the U.S. Market: Identify and Map Prospects

When it comes to selling energy, there's no faster route to up-to-date, accurate prospect information than the IHS Markit Major Industrial Plant Database (MIPD), the most comprehensive industrial plant database available today. This extensive database provides detailed energy-use data on approximately 15,000 major U.S. industrial plants across 19 industries, representing a full 85 percent of the natural gas consumed by the industrial sector.

MIPD is a virtual goldmine of prospect data, giving you the power to segment your market by location, industry, energy use or by a combination of factors. With 86 different data elements for each plant, you have everything you need to build highly targeted energy marketing and sales initiatives directed at the most promising prospects.

Daily telephone surveys ensure data accuracy

More precise targeting with 86 data elements

- Plant name, location and address
- Plant manager name, phone and fax
- What the plant produces, SIC/NAIC code and name, and number of employees
- Hours of production, capacity utilization and dollar value of shipments
- Electric utility, use, demand and price
- Plant cogeneration percentage
- Gas utility and usage
- Breakdown of all fuel usage by type: boiler, furnace or feedstock
- Steam demand, pressure and temperature
- Number and rating of boilers, including primary and secondary fuels
- Directly connected pipelines, as well as pipelines within 20 miles of a plant
- Plant latitude and longitude

MIPD is an indispensable resource for anyone involved in energy services or product marketing

Power and gas marketers

- Identify potential electric and gas sales by industry, region, service territories or parent company.
- Develop sales leads to support field sales and direct marketing efforts.
- Find new profit sources by assessing the potential forfuel switching by plants within a market area.

Electric and gas utilities

- Create more effective relocation campaigns by targeting manufacturing plants outside a service area.
- Enhance customer profiles by combining internal data with detailed production and energy information.

Equipment manufacturers

- Discover potential opportunities for product sales to industrial markets.
- Generate leads to boost field sales and direct marketing efforts.
- Evaluate the effectiveness of your distribution network by comparing actual sales to potential sales for a specific area.

Independent power producers/ cogenerators

- Assess the potential for cogeneration by market segment and location.
- Find potential cogeneration steam hosts.

Valuable benefits for all users

- Simplify national energy marketing campaigns by identifying facilities owned by a parent company.
- Analyze prospects' credit worthiness and rating by utilizing the Dun's number.
- Create highly accurate maps using the latitude and longitude coordinate on each facility in a Geographic Information System (GIS).

GIS

Integrate the data into your GIS mapping program to conduct spatial analyses – to visualize data and locate new customers more easily.

MIPD covers the U.S. industrial energy-usage market

For more information www.ihs.com/energy

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About IHS Markit

IHS Markit (Nasdaq: INFO) is a world leader in critical information, analytics and solutions for the major industries and markets that drive economies worldwide. The company delivers next-generation information, analytics and solutions to customers in business, finance and government, improving their operational efficiency and providing deep insights that lead to well-informed, confident decisions. IHS Markit has more than 50,000 key business and government customers, including 85 percent of the Fortune Global 500 and the world's leading financial institutions. Headquartered in London, IHS Markit is committed to sustainable, profitable growth.