

Incentives and technical assistance to help businesses save on energy costs.

Significant operating cost

Energy to power electric submersible pumps (ESPs) has become one of the major operating costs in the oil and gas production business. Each pump is a sizable electric load, and in a typical field there are hundreds of pumps operating continuously to bring water, oil and gas thousands of feet to the surface. Each year, the cost of electricity to run a pump can exceed the cost of the pump itself.

Opportunity to save with Rocky Mountain Power incentives

Not much can be done about the operating cost of an ESP once it has been installed downhole. But when a pump fails and it's time to replace it, there is a moment of opportunity to reduce cost for the life of the new pump by selecting a high efficiency ESP. This costs more, but after cash incentives from Rocky Mountain Power's wattsmart Business program, not only does the extra investment pay for itself in short order through energy savings – it keeps on saving for the life of the pump.

125 hp example	Standard model	Efficient alternative	Savings
Barrels per day	1,800	1,800	–
Annual energy use, kwh	1,007,400	928,560	78,840
Monthly demand, kw	115	106	9
Annual energy cost	\$39,903	\$36,780	\$3,123
Annual demand cost	\$22,609	\$20,839	\$1,770
Annual cost to operate	\$62,512	\$57,619	\$4,893
Cost of new pump	\$45,000	\$59,000	\$(14,000)
Rocky Mountain Power incentive			\$9,108
Net incremental cost of higher efficiency pump			\$(4,892)
Simple payback on incremental investment			1 year
NPV (5% discount rate, 7 year life)			\$23,420

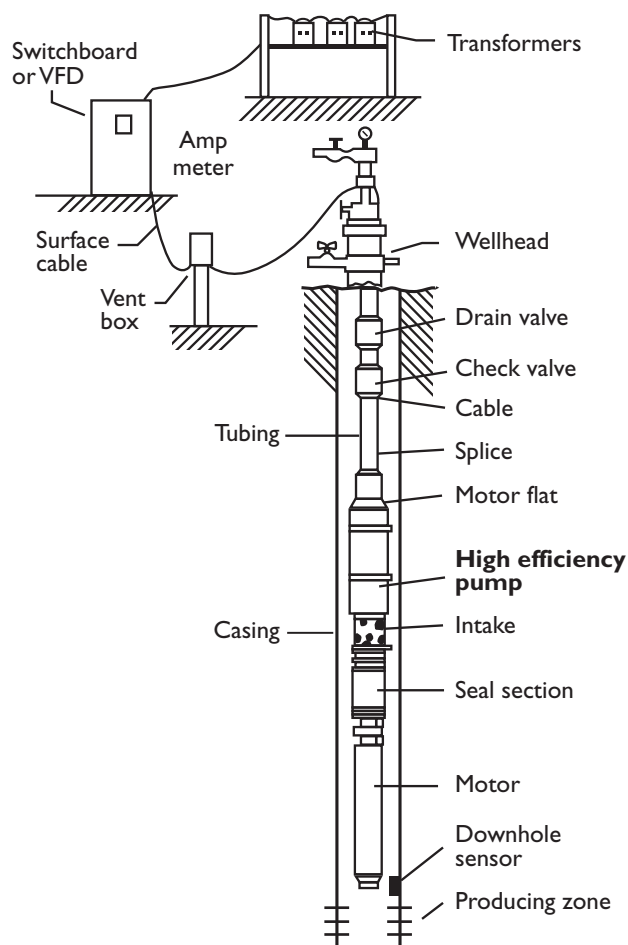
Fast turnaround

Some efficiency opportunities are better than others. Rocky Mountain Power will work with your supplier to rapidly evaluate savings and incentives so you can make a quick decision. Incentives are also available for other energy-saving equipment such as pump-off controllers and pump VFDs.

To seize the opportunity and start saving on pump operations:

- Call us toll-free **1-800-222-4335**
- Email **wattsmartbusiness@rockymountainpower.net**
- Inquire online at **wattsmart.com**

Electric Submersible Pumps



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POWER**

Let's turn the answers on.