



# CASE STUDY

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GS Caltex



## GS Caltex, DR Business Project

Gyu-sik Shin, Power Technology Team Manager

### Introduced products

**Load Aggregator's Management System (LAMS)**

### Company information

**Name:** GS Caltex

**Establishment:** May 19, 1967

**Address:** GS Gangnam Tower,  
508 Nonhyeon-ro (Yeoksam-dong 679),  
Gangnam-gu, Seoul, South Korea (HQ)

**Business field:** manufacture and sale  
of petroleum product

**Intro:** GS Caltex is a subsidiary of  
GS group and a Korean leading energy  
company in petroleum, chemistry and  
energy sector

As a company aiming to enhance energy efficiency, GS Caltex has entered into the DR market since last November with its huge interest and at the same time it faced difficulty in that there was no well-designed system managing DR resources.

To address this challenge, it has introduced I-ON Load Aggregator's Management System (LAMS). Gyu-sik Shin, power technology team manager, explained about 'GS Caltex, DR Business Project' in detail.

### ■ The background and objectives of the project

#### “Optimize DR management and save time”

Before running a project with I-ON Communications, I had to manually manage massive data including gateway materials of manufacturing factories by using Excel, which takes up so much of my time and causes errors. So the biggest goal of this project is to reduce time and errors by optimizing the system through efficient management of electricity demand resources.

### ■ Reason to introduce I-ON LAMS

**“We found I-ON’s development competency very reliable in that it experienced a successful project with a leading conglomerate in the industry and this led us to introduce LAMS.”**

We conducted market research for a long time from various angles to find a stable DRMS(Demand Response Management System) that can save time and cost spent on managing electricity demand resources. We heard that a large company in a DR market had also introduced I-ON LAMS successfully. After hearing this successful story, we decided to introduce I-ON LAMS with trust in I-ON’s technology development capability.

### ■ The effect of introduction

**“Expect accurate decision making in an urgent moment through intuitive and well-organized dashboard. Also content with sustainable and stable system maintenance!”**

It becomes very comfortable to manage demand resources by adjusting scale of the graph as needed and identifying various parts at a glance through well-organized and customized dashboard monitor.

I-ON Communications is a company which invests a great deal of time and effort in DRMS. They’ve already functionalized a lot of parts based on electricity market rules so that they can customize the system as per client’s requirements. I-ON Communications has enough knowledge and experiences in DR management system and in cooperation with I-ON, we can save time and cost without doing unnecessary works.

### ■ Future plans and comments

**“Highly recommend I-ON LAMS(Load Aggregator’s Management System) to the other companies which already entered in DR market!”**

GS Caltex will expand continuously its DR business in the future. We’ve come to manage DR more comfortably and safely with I-ON’s system. We will also keep on enhancing the system with I-ON in many different parts. We are satisfied with I-ON Communications’ customized service. And we, without any hesitation, would highly recommend I-ON LAMS to the other companies which already entered in a DR market.

### ■ GS Caltex, DR Business Project

<p>— Project background</p>	<p>Had difficulty due to the absence of system which can manage DR systematically when they started to enter into the market.</p>
<p>— Project objectives</p>	<p>The biggest goal of this project is to reduce time and errors by optimizing the system through efficient management of DR.</p>
<p>— Reasons for introducing LAMS</p>	<p>Decided to introduce I-ON LAMS with trust in I-ON’s technology development capability after successful project with a local conglomerate.</p>
<p>— Effects</p>	<ol style="list-style-type: none"> <li>1. It becomes very comfortable to manage DR by identifying and managing various parts at a glance through well-organized dashboard.</li> <li>2. I-ON Communications is a company which invests a great deal of time and effort in DRMS. In cooperation with I-ON, client companies can save time and cost through I-ON’s customized system and technical support.</li> </ol>