



CASE STUDY

2017

Michigan
Windstorm

Emergency Fueling

Atlas' Emergency Fueling Team Responds As Over 1 Million Utility Customers Are Without Power

Since 2011, Michigan has had 929 power outages, which is the highest per capita out of all 50 states. On March 8, 2017, Michigan was hit with one of the worst pure wind storms in its history. Gusts from the storm reached 65mph, which resulted in over 3,000 downed power lines, 7,900 downed wires, and over 1,000 blown down poles. Over a million people, scattered throughout the state, lost power for extended periods of time--some were without power for up to a week!

Mother Nature can be unpredictable, but when it comes to emergency fueling, there are two key components that set Atlas above the rest: strategic planning and a culture of commitment. Atlas takes much of the guesswork out of the equation by systematically monitoring weather patterns so we are ready to respond when disaster strikes.

"In a matter of minutes our Emergency Response Team, including Operations, Account Managers, and Drivers assembled in our mission critical control center and immediately prepared for what would be a 24/7 operation over several nights," said Jayme Oyen, National Sales Manager of Emergency Services at Atlas. "There are many moving parts during this time to ensure we keep our commitment of guaranteed fuel for contracted customers and making sure our customers fleets, tanks, and generators are topped off," said Oyen.



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Local utility companies recognize Atlas' reliability and executional excellence and have trusted us for years to handle emergency fueling during blackouts. During the 2017 outage, Atlas deployed dedicated trucks to locations that were critical to repairing the downed grid. The Atlas team yet again ensured generators and fleets never ran out of fuel so our clients could appropriately respond to damaged powerlines throughout the region.



Our Taylor, MI headquarters is backed up by a 150Kw generator so when the power goes out, Atlas does not. The City of Taylor was one of the affected areas, with some businesses and residences losing power for up to 7 days. However, Atlas did not experience any loss of power. Over the course of a week, Atlas successfully executed hundreds of emergency deliveries to new and existing customers all in addition to our daily routes! Our team of committed drivers, account managers, and dispatchers logged countless hours of overtime, all to help numerous local families, businesses, and communities that were reliant on Atlas.

The Atlas team is comprised of high performers, committed to going above and beyond to take care of our customers. Our proactive approach has proven effective time and time again, and we use every emergency as a chance to improve our mission critical plans and services for our clients.

National Media Solutions Company relies on Atlas for Emergency Fuel Services

Our commitment to excellence when it comes to emergency fueling is recognized by our customers. Atlas' National Emergency Response Team received the following praise from a large mission critical organization enrolled in our guaranteed fuel assurance program after Atlas successfully kept their operations running when they had to resort to generator power:

“I wish to state that I have been more than pleased with Atlas's availability, responsiveness and attention to this account and that has been proven several times in the last two years. When we are on generators and do not know for how long, it removes a huge burden from my perspective to have a vendor who can be easily contacted and who is able to provide solid support.”

Nationwide hosting data center experiences the Atlas Advantage

A relatively new data center expressed their troubles to Atlas when it came to ordering fuel from other fuel suppliers during outages prior to the regional wind storm. Fuel shortages can quickly become a problem for mission critical data centers because most guarantee their clients 99.999% uptime within their service level agreements. Any level of downtime can result in significant lost revenue to the bottom line.

When the recent windstorm hit, this new Atlas account called our customer service line, and Atlas had fuel onsite within hours. Atlas' responsiveness and dedication during that recent crisis was recognized by this data center. As a result, the company secured a fully customized **Generator Assurance Plan** to prevent future outages from affecting their mission critical operation and had this to say about Atlas' support through their mission critical operations:



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“I would like to take this opportunity to thank Atlas for its unmatched support during our last power event. After calling other fuel providers who didn't answer, or couldn't fit us on their schedule we called Atlas. Atlas employees answered, smiling through the phone, no matter what time we called 3 am or 3 pm. I was nervous they would not be able to get us on their daily schedule with all the major outages, but they delivered fuel at our location's emergency generators within hours of our call. This went on for 7 days without issues and we never dropped below a 1/2 tank. We decided to go with Atlas' **Fuel Assurance Program** that guarantees our generators stay full and our customers experience no down time.”

Testimonials like the two above are reflective of Atlas' strategic planning and culture of commitment when it comes to emergency fueling and keeping your business operational. Don't wait until it's too late to develop an emergency fueling plan. Especially if your organization is mission critical, any period of downtime can be detrimental to your bottom line, and in extreme cases, lives can be at stake.

Contact us today and find out how our Generator/Fleet Assurance Plans will keep your organization operating at 100% uptime.

Visit the Atlas Oil YouTube Channel for additional sources of content:

- Super Storm Sandy Response
- Emergency Fuel Solutions for Mission Critical Sites

