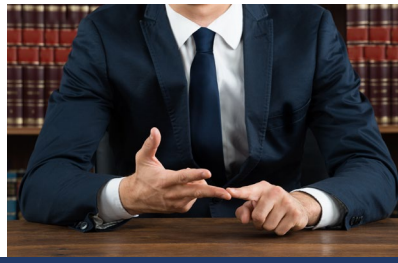
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CASE STUDY #192



Major Midstream Gas Company Litigation

"Your analysis held up to intense scrutiny."
--Legal Counsel

ABOUT THE CLIENT

Industry	Integrated Gas Supplier
Revenues	Spin-off of Largest Company in the Industry
Employees	1,500
Location	United States
BSI Service or Solution	Value Chain Analysis and Expert Witness Consulting

Key Challenges
- Client was facing claims of trademark violation by a major competitor
- Many potential areas of overlap involving industry definition, supply chain structure, suppliers, contracting norms, and customer base
- High stakes involving company name, setting the stage for a deep and protracted legal battle

Why BSI was Selected
- Expertise in gas supply chains
- Pedigree and unmatched credentials of senior consultants
- Proven analytical rigor that withstands cross-examination
- Clarity in writing and presentation of deliverables

Project Scope
- Gas E&P, processing, and pipeline operations
- Coal mining, transportation, cleaning, sale, and use
- Combined cycle and single cycle power plants
- Extraction, processing, transportation, metering, and consumption of natural gas
- Fuel for power generation, industrial, and residential use

Project Approach
- Explained the historical evolution of gas as a fuel
- Described sourcing and transportation of gas versus coal
- Compared trading, market price determination, and contracting structures of coal, gas, and oil
- Evaluated the comparability of coal versus gas supply chains, highlighting similarities and differences

Financial Benefits Realized
- Billions of dollars of revenue potential could have been compromised if the name had to be changed
- Hundreds of thousands of dollars of legal fees needed to be consumed as effectively as possible

Operational Benefits Realized
- Flexibility to do business in multiple market segments and geographies would have been eroded if the counter-claims were vulnerable

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