



Competing for the future

Competition is at the centre of everything you do. To succeed, you need to stand out in a world where price and service are paramount. The introduction of smart metering and an increase in green legislation are transforming the service you offer to customers. Now is the time to start finding innovative ways to win their business and ensure a market leading position for the future.

In Portugal, we revolutionised the customer experience and implemented one of the biggest SAP IS-U installations in the world; providing billing and customer care, consultancy, implementation and application maintenance services for EDP. We also fully supported the client in meeting their commitments to set-up retail operations for the liberalised electricity market, with services ranging from process definition to implementation.

MARKET CHALLENGE

Smart metering: The advent of smart metering will bring extensive improvements to the market and how you manage your customers, but it is a huge logistical challenge, requiring significant industry cohesion and planning to make it happen. Convergence with electricity retail is also likely to bring much wider change to your business. You need access to excellent project management, training and data integration skills to deliver the outcomes you want from this transformation.

Reducing emissions: You will have to focus your efforts on customer education and behavioural change to see a real reduction in consumption and therefore, in emissions. Accurate information on customer usage is essential to achieve this. You should also balance any green objectives against sound business sense to guarantee profits as usage patterns change.

Security of supply: With gas supplies declining globally, you must work to make the best use of reserves now. With increasing uncertainty of supply comes the potential for increased price volatility. The future isn't coming; it's here, and you need to be able to respond.

Unbilled debt: Currently billing systems are causing retailers to absorb huge losses. Smart metering might seem like a panacea to the problem of unbilled debt, but it will only be effective if you have systems that can manage this information in a proactive way – turning data into knowledge that can improve your business, and your bottom line.

THE LOGICA SOLUTION

An increasingly competitive market will mean that you need to know more about your customers to offer them the services they want. An increase in the availability and amount of customer data has the ability to make you more proactive as a business. However, it will only be of value if you can use it to your advantage, and not be overwhelmed by it. Logica can help. With a fresh approach, we can ensure you achieve value from your data.

We can offer you:

A proactive methodology: Using a combination of expert business, systems and data management knowledge, we'll enable you to adapt effectively to these uncertain times and take advantage of the opportunities that smart metering and other new technologies have to offer.

Comprehensive systems: Logica has an impressive track record in the implementation of innovative customer care and billing solutions worldwide. Depending on your organisations strategy, we can develop a bespoke system that's designed just for you, or provide best of breed technology, business process outsourcing services and software as a service. Our solutions enhance today's customer service and billing capabilities by providing opportunities to exploit smart metering data throughout your organisation and enable a step change in billing performance.

We can help you get the most from your customer engagement



Accurate real-time billing: Eliminate estimated figures, and ensure you avoid future cases of unbilled debt.

Cost reductions and competitive prices: Use data to become increasingly commercially aware. Find new ways to reduce your own costs and make your back office processes more efficient. Increased online customer management will reduce personnel and commercial space costs.

Add value and provide exemplary service: We can ensure you seize the maximum benefits from smart metering by retaining and growing your market share and winning the competitive advantage against other providers in the market. Data from smart meters will give you an entirely new perspective on your customers, allowing you to create innovative, targeted products, and enabling you to offer them new incentives.

Electrabel, a utility that supplies electricity and gas to 6 million homes in Belgium, wanted a truly customer-centric solution for their competitive energy supply business. To help them achieve this, we managed the largest integration of SAP CRM ISU in the world, delivering a range of benefits for Electrabel including cost leadership through process efficiency, the ability to gain and retain high value customers through offering differentiated products and services and achieving compliance with legal unbundling and market processes.

Flawless data management: We ensure you manage the data you get from your customers effectively so you can offer them tariffs that set you apart from the competition, but do not drain your profits. Our systems will present data in a visual format, allowing you to see which customers use more energy during the day, in the evenings, or on a shift work pattern. You will be able to identify those customers who have specific heating needs and those houses or businesses which require extra energy at certain times, or any other applicable pattern.

In Norway, we pioneered the design and construction of a number of customer self-service portals for tariff changes, payment method changes and the automatic payment of bills. These portals enabled the supplier to see a reduction in cost to serve and improvements in customer service.

Consultancy: Our industry-trained consultants can work with you to suggest areas for improvement to increase cost efficiency and enhance customer service and competitiveness. With an intricate knowledge of the gas industry's business processes and systems, we enable you to extract important data on usage, supply and provision, so you get superb business performance from your technology.

Over the years, we have amalgamated our utilities experience and have developed a collection of best practices called Smart Retailer. This model has been implemented with several customers to develop competitive customer service, including GdF Suez, Electrabel (Belgium), EDP (Portugal) and Neoenergia (Brazil).

DID YOU KNOW

- When the gas market was deregulated in Sweden, we were appointed to make the necessary amendments to existing systems to meet the new requirements that came from the utility companies and the market. The success of the project was a testament to the effective collaboration between the system suppliers, market operators and the regulator.
- Today, we still provide systems to key players in the Swedish gas market, in the form of billing and settlement solutions. We are also delivering a system that manages the change to supplier processes in the market.
- 4 of the big 6 electricity UK companies use Logica's Instant Energy for their smart trials.

Logica is a business and technology service company, employing 39,000 people. It provides business consulting, systems integration and outsourcing to clients around the world, including many of Europe's largest businesses. Logica creates value for clients by successfully integrating people, business and technology. It is committed to long term collaboration, applying insight to create innovative answers to clients' business needs. Logica is listed on both the London Stock Exchange and Euronext (Amsterdam) (LSE: LOG; Euronext: LOG). More information is available at www.logica.com

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