

# MOBILITY FOR COMPANIES OPERATING IN THE ENERGY & UTILITIES INDUSTRY

Companies providing utility services through supply networks are striving for an access to contents and applications at any time and in any place. It is therefore crucial to have Mobility solutions enabling a substantial improvement in business operations, in the service quality delivered to customers and in the professional growth of employees. Power Reply, a Reply Group company specialized in the Energy & Utilities industry, supports customers providing them with state-of-the art mobility solutions. The delivered services and applications are able to transmit information and contents based on the specific geographical location of the single user.

## THE SCENARIO

Companies operating in the Energy & Utilities industry have to tackle major problems due to both the structure of the business model and to the gradual market deregulation. As a matter of fact, the Antitrust Authority urges that security procedures shall be continuously improved requiring market participants to timely and efficiently manage the supply network and the service quality with a specific focus on problem and failure solving and on information delivered to end customers.

It is required to effectively access information in order both to achieve a more conscious decision-making process at any time and in any place and to carry out powerful, effective and structured actions.

In this context, it is obviously necessary to have Mobility solutions which enable the integration of a process that, though fragmented and delocalized, envisages the involvement of multiple resources and in which the knowledge of users' geographical location and the exchange of continuously updated information represent key factors.

For a company providing utility services, the investment in a mobility solution and the adoption of such a solution enable to achieve the goals of business operation improvement, customer service level and employee professional growth.

## THE OBJECTIVES

The main benefits expected to arise from the adoption of mobility solutions in the Energy & Utilities industry are the following:

- Simplification of operations and business processes due to a virtually single work team
- Greater productivity within technical activities
- Effectiveness of the sales process
- Optimization in the management of distributed assets
- Punctuality and reliability of actions and communications and, as a result, quality increase in the service level
- More conscious management of the relationships with customers through a greater interaction with them
- Improvement in the quality of real-time information and in the accuracy of checks and controls which are carried out during activities' execution.

## THE OFFER

Power Reply's proposition envisages two different approaches which vary according to the objectives and to the situations customers have to face:

- *Tactical Approach*: It consists of leveraging existing applications, infrastructures and devices and introducing "wireless", remote access functions aimed at achieving gradual benefits without a substantial impact on business processes.
- *Strategic Approach*: It introduces new "mobile" applications by using alternative devices and "user access points" which enable a deep transformation of business processes. Although this approach has a greater impact on information systems, it however results in a faster return on investment.

Both approaches are adopted in a gradual way and in a time sequence according to the specific initial situation: business transformation level and status of technology frameworks and information systems.

In both cases, Reply designs and implements a pilot model in order to study the main results and to develop a business blueprint which must be subsequently deployed through a change plan involving the whole organization.

The two approaches are compared to each other in the table below:

	<b>Tactical</b>	<b>Strategic</b>
<b>Definition</b>	Enhancement of the current applications	Adoption of new mobility-oriented applications
<b>Objective</b>	Gradual improvement of current operations and business processes	Transformation of current operations and business processes
<b>Used devices</b>	Wireless PC-cards, Laptops, Tablets, PDAs	PDAs, Integrated devices, Handsets
<b>Impact on business systems</b>	Minimum impact on the existing architecture using an enabling software	Complete integration with back-end systems through the introduction of new architecture elements
<b>Return</b>	Moderate ROI	High ROI

Mobility solutions provide services and applications transmitting information and contents according to the users' geographical location. The business processes from which immediate benefits can be derived are the following:

- Mobile Office: e-mail and PIM (calendar, task, address book & folder management).
- Sales Force Automation (SFA).
- Field Force Automation (FFA).
- Approval Cycle (IMAC, expense Account, travels)
- Management of Escalation procedures (SLA, KPI, Warning.....)
- Mobile Intranet
- GPS / GIS usages (only with last-generation BlackBerry)

Mobility solutions are also used to carry out activities requiring activation and control/check of the following functions:

- Navigation (paths, road maps, etc.)
- Emergency and Security (nearby hospitals and doctors, emergency calls, etc.)
- Tracking (fleet management, asset tracking, monitoring, supply Chain, Logistics and Distribution, etc.)
- Information (Yellow Pages, traffic information, city Guides, parking, etc.)
- Billing system and network traffic control (services for network operators)
- Access to document servers and relevant navigation (rules, procedures, product manuals)



Power Reply is the Reply Group company [REY.MI] specialized in the Energy & Utilities industry. Power Reply's mission is to support customer businesses in the process of optimizing IT investments by offering innovative solutions and services oriented toward introducing greater efficiency into processes.

Power Reply is the ideal partner in terms of:

- Value Chain Management
- Process Consulting
- System Integration.

Power Reply professionals:

- have worked successfully for more than ten years in the Energy & Utilities industry where they have led large and complex transformations in the major core areas of this industry (Marketing/CRM, Trading & Risk Management, AMM/AMR, Network Control, etc.);
- combine technology and business skills and expertise to address strategic, organizational, and implementation initiatives throughout the entire industry value chain.

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