

POWER REPLY AND ORACLE UTILITIES – A SUCCESSFUL PARTNERSHIP

Collaboration between Power Reply and Oracle started in 2006, through Lodestar Corporation, a USA Company that specialized in the development of vertical solutions for E&U sector. Lodestar was acquired by Oracle in June 2007. In 2008, Power Reply extended the partnership to Oracle Utilities.

Power Reply and Oracle Utilities have worked together in EMEA on several successful projects, implementing Oracle solutions at many key Utilities companies such as ENI, Italgas, ACEA, ESB, Centrica, EDF, GDF, Luminas, and Execrable.

The projects have been related to system design and implementation in the following areas: Pool Market Operations, Pricing, Energy Data Management and Meter Data Management.

Power Reply team has also implemented Oracle SIEBEL CRM, as well as the Oracle Utilities Billing Component solution for the Italian, German and French markets.

SCENARIO

In 2007, Oracle launched a new vertical division, the Utilities Global Business Unit, known as Oracle Utilities. Oracle Utilities is dedicated to software applications development and professional services specifically for the Energy & Utilities sector. Oracle Utilities offers solutions for both RetailCo (CRM, Billing, Pricing, Settlement) and DisCo Meter Data Management, Asset Management, Dispatching) To date, Oracle Utilities represents best of breed” application software acquisitions of SPL WorldGroup and Lodestar Corporation.

POWER REPLY AND ORACLE UTILITIES

The relationship between Power Reply and Oracle Utilities is mainly based on:

- Power Reply team supporting Oracle Utilities Professional Services on Oracle EMEA projects
- Technical assistance provided by Oracle Utilities on Power Reply projects based on Oracle’s application software
- Joint opportunities development across EMEA

Power Reply team is currently focused and operating on projects based on Oracle Utilities applications and is comprised of 50 professionals: program managers, business consultants, developers, and technology and infrastructure experts.

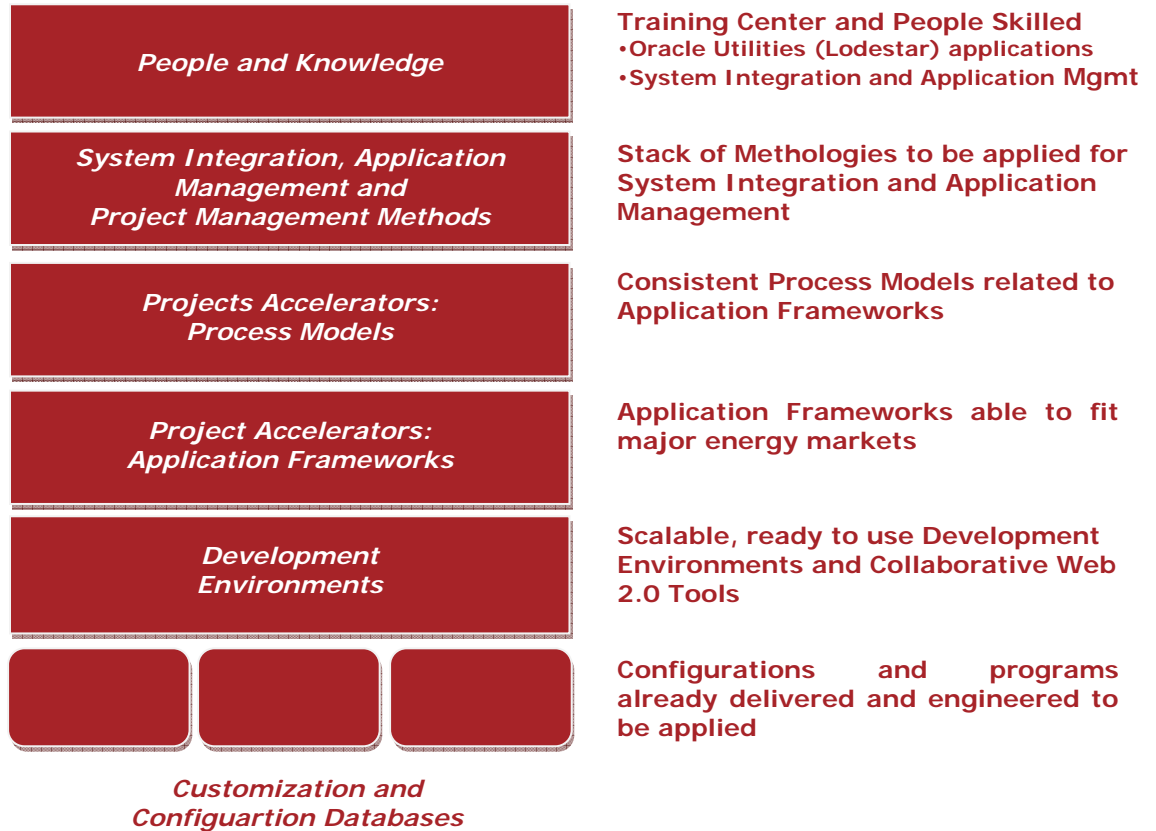
Power Reply team is working both in front end activities at clients’ sites and in a remote development center, located in Milan, called Oracle Utilities Delivery and Competence Center: **DCC@Power**.

DCC@POWER CAPABILITY PROVIDES THE ABILITY TO:

- execute training by leveraging ready-to-use training environments
- centralize development and obtain the “critical mass” needed to ensure efficiency and availability of competencies
- reduce travel and accommodation costs related to “low value” activities
- capitalize features and developments among projects reducing development efforts and shortening time of delivery
- easily scale teams and competencies

Currently DCC@Power is working for remote development, supporting Projects and Application Management for several information systems (Oracle Utilities Meter Data Management, CRM and Billing).

Oracle Utilities Delivery and Competence Center: **DCC@Power**

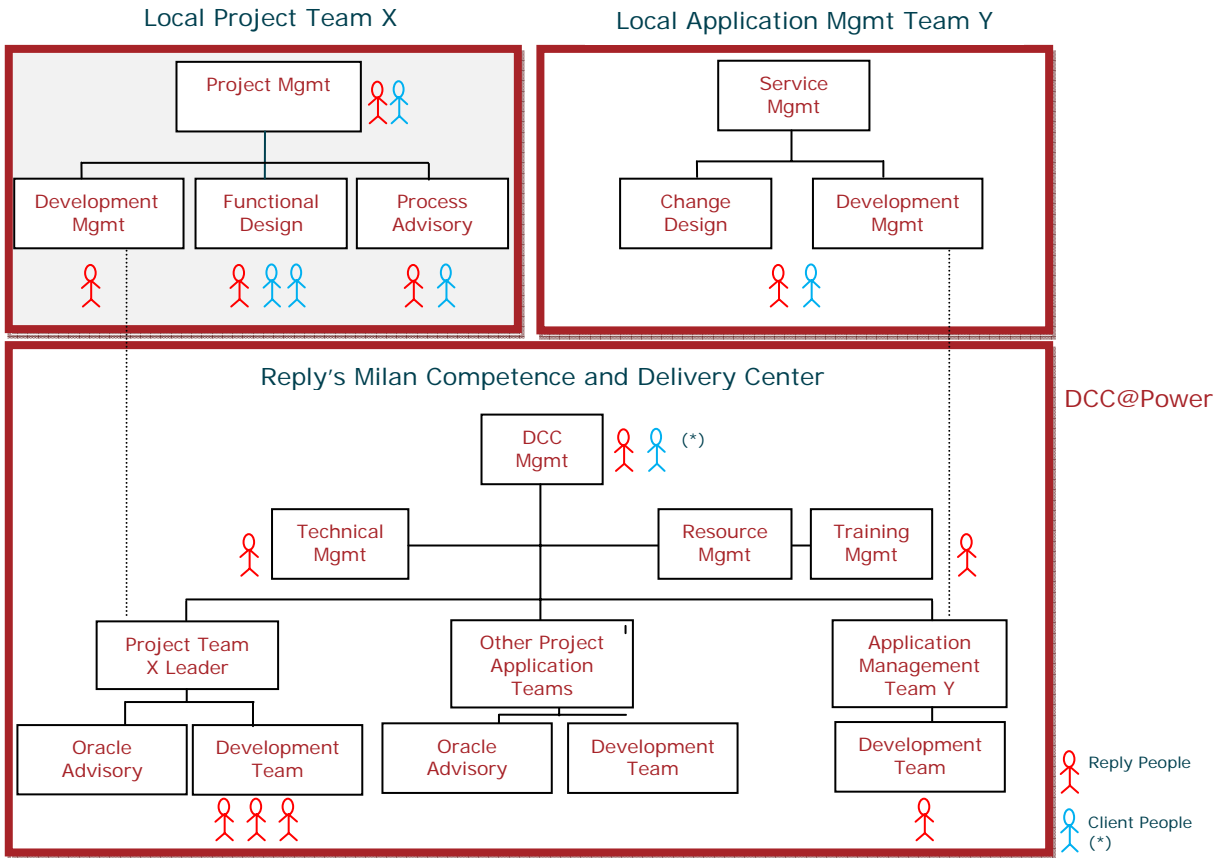


DCC@POWER BENEFITS IN BRIEF:

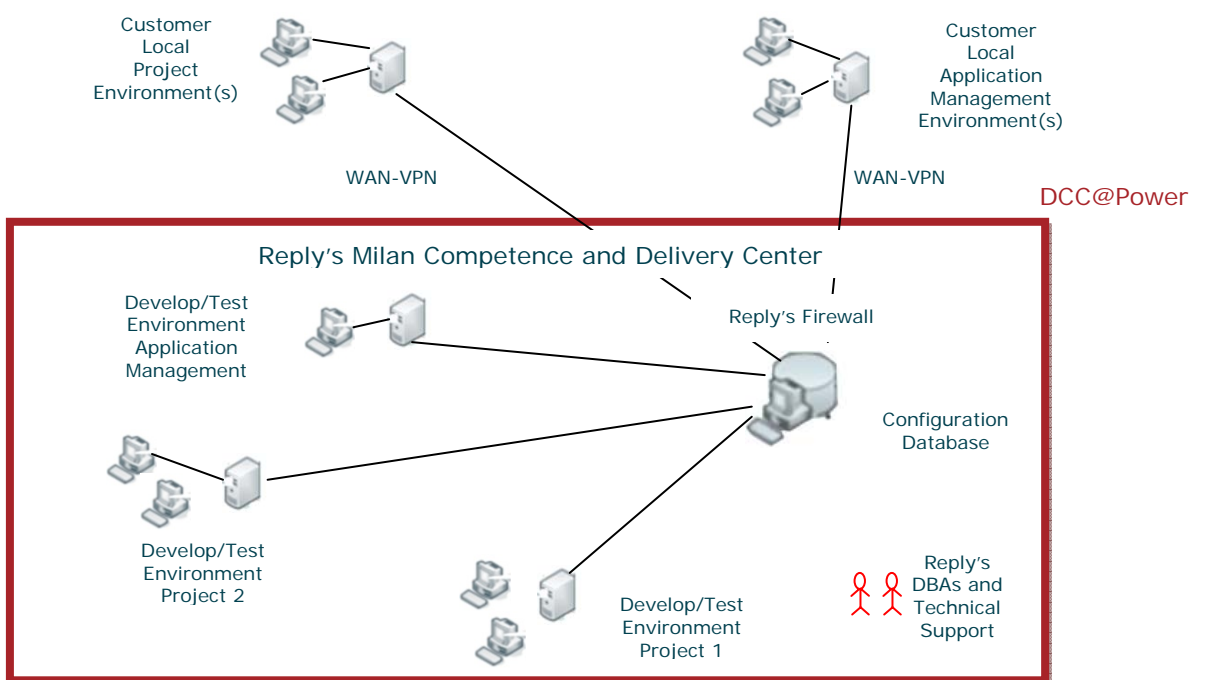
- **Scalability:** we can leverage our capability and delivery centre resources to scale the team, meet new requests, or manage emergencies and issues as a temporary step while waiting for new resources on-site
- **Risk Management:** DCC@Power can also play a role in risk management, providing extra support in case issues or risks arise and needed to be managed in parallel with other project deadlines.
- **Skill Factory:** provides capabilities to train new joiners, as well as provide opportunities for professionals to experiment and develop in-depth knowledge
- **Synergy and economies of scale:** DCC@Power aims at providing near-shoring service, taking the responsibility to deliver end-to-end development tasks.

The following pictures give a high level example of interactions between project organization and DCC@Power in an Oracle Utilities software development project, and the technology architecture supporting remote activities.

Organizational Chart - Example



Technical Environment Model - Example



THE VALUE OF POWER REPLY IN THE PARTNERSHIP

Power Reply has given a tangible contribution to Oracle Utilities on project success with former LODESTAR products. Key success factors are:

- Quick startup of an international Power Reply focused expert team on Oracle Utilities technology leveraging E&U business processes and application development knowledge
- Resource scheduling flexibility, prompt timing and resource peak management
- Experience in program management and project management
- Pre-sales support

Ability to manage end-to-end complex projects in all phases from requirements collections to implementation tank to deep experience acquired in system integration projects for E&U Clients.



Power Reply is the Reply Group company 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.