

# Anticipating new utility landscapes service-driven and client-focused



Trusted partner for your Digital Journey

**Atos**  
Codex



For all utility companies, revenues will be generated by electricity, gas or water consumption for years to come.

But future success will increasingly depend on differentiation - and that differentiation will be made possible through new services, new business models and ever more effective client engagement.

Across this new landscape, analytics now becomes the common factor for success.

The Atos Codex Analytics Platform provides responsive, immediate and affordable access to differentiating data analytics.

# From commodity to service

Electricity is electricity. Gas is gas. Water is water. It's tough for any utility company to differentiate itself with the product alone. From now on, services become the key to differentiation, expansion and loyalty.

A winning service culture is now within the grasp of every forward-thinking utility company. But the shift to a new, service-oriented thinking requires new business models in which opportunity and value are revealed through the empirical evidence delivered by substantiated analytics.

Only through analytics can you maximize success in four essential areas:



## Customer Experience

Your new services must resonate with the way your customers live, and that means being in tune with digital lifestyles. This becomes the key to **sustainable customer engagement** for both consumer and commercial customers: you must be able to harvest customer data as the inspiration and raw material for new services and partnerships.



## Business Reinvention

New services demand new partnerships. You will form these with enterprises as diverse as white goods manufacturers and insurance companies. These new collaborative services need **new business models** which allow data to be shared to mutual benefit, with full customer consent and in conformance with all regulation.



## Operational Excellence

Every utility company works continually to achieve **operational excellence**, improving processes and resource organization for greater quality and reduced cost. As new services and new models are adopted, the learning from analytics must feed back into the drive for **operational optimization**.



## Trust & Compliance

As you make data-driven customer service the foundation of new business initiatives, security becomes critical. Sustained focus on **trust and compliance** is a prerequisite for success in building new customer relationships.



# In a word – data

For every utility company, the ability to turn the latent value of increasing data volumes into actual service and operational value is key to sustainable success.

Smart meters, the arrival of the Internet-of-Things and explosion in personal digital communications all contribute directly to the explosion in utility data volumes.

But data alone is not enough to create value:

- Services designed to enhance customer relationships demand both agile analytics and the means to turn analytic output to compelling new service applications.
- New business models designed to allow collaboration between partners rely on analytics to deliver both actionable intelligence and performance insight.

Utility companies are under constant threat caused by disintermediation from new players. The new competitors, many from the retail and service industries, have made the quality of branded customer relationships the foundation of their business.

Utilities must now play the same game.

With new, data-driven customer services and new collaborative business models, the utility companies are ready to take back the advantage – winning business, creating new revenue streams and optimizing the operations which lie behind this new business landscape.

## New services – New partnerships

By teaming up creatively with relevant third parties, utility companies can create entirely new levels of service value for their customers. Approved data-sharing with, for example, manufacturers of renewable energy generation products, white goods or even e-vehicle manufacturers creates new service opportunities for all.

The smart meter has naturally been a focus for utility companies until now – but new services and new partnerships take us much further:

- Renewables – connect and collaborate with solar and other renewable suppliers
- Building control – creating value with smart building system collaboration from thermostats to motion sensor lighting activation
- Security – offering domestic and industrial video surveillance services in partnership with camera and perimeter security suppliers
- Insurance and real-estate – working to help profile and reward safe and responsible building management



# A winning proposition

Atos has created a platform which enables utility companies to exploit their growing data assets in the provision of new and compelling customer services and in building new collaborative business models.

The Atos Codex Analytics Platform provides a fast-track to create new services for deeper customer engagement, on the one hand, and a means of gathering high-value, actionable market and operational intelligence on the other.

Perhaps most significantly, the Atos Codex Analytics Platform provides a framework through which multiple partners can collaborate on new service propositions built around shared realtime data.

The platform delivers applications, data analytics tools and infrastructures and all back-end management functions needed to envisage, build, operate and maintain data-driven customer services.

Data analytics are at the core of the Atos proposition, and benefit directly from the new Atos Codex initiative. Atos Codex provides analytics as a cloud-based and business-oriented service.

This allows utility companies to work directly and proactively with analytics in the development and evaluation of new services in a way which is both agile and cost-effective.

The Atos Codex Analytics Platform can be used to develop added-value client engagement services right across utility target markets:

Domestic clients - allowing further specific focus according to housing type, location and social demographics. Multiple property owners - including social housing and private property rental. Business clients - with special emphasis on small and medium enterprises

Across these markets, the Atos Codex Analytics Platform enables utility companies both to strengthen customer relationships based on current services and to identify and exploit new service opportunities. The platform naturally facilitates cross-selling and up-selling.

## Platform characteristics

### Brand ready

Your new customer services must be a powerful vehicle for building brand awareness. The Atos Codex Analytics Platform is entirely brand neutral - ready for your marketing and communications teams to make it entirely your own.

### Good-to-go

You cannot afford new service initiatives to become huge and over-complicated IT projects. The Atos Codex Analytics Platform is good-to-go. This enables you to set-up, trial and commercialize new services quickly and cost-effectively.

### Incentive-based

Service success depends on incentives. You ask your clients to share information with you in exchange for tangible reward. The Atos Codex Analytics Platform facilitates this dialogue, encouraging opt-in while allowing opt-out.

### Extended collaboration

With new customer services, utilities will find real potential for extended collaboration with third parties. Your data and analytics become a catalyst for partnership with white goods companies, electric vehicle manufacturers and many others. The Atos Codex Analytics Platform is ready for open collaboration.

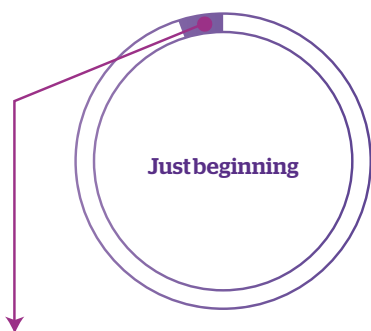
### Device connection

The Atos Codex Analytics Platform is not limited to connection to smart meters. Any internet-connected device from thermostats and motion sensors to CCTV cameras can become part of the data picture. Beyond devices, data from third party services, such as weather reports, can also be integrated to add depth and value.

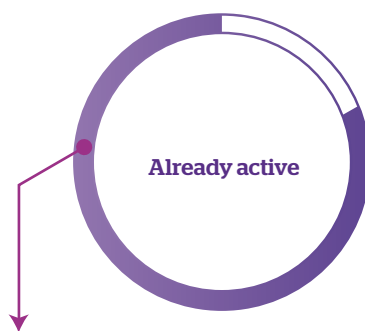
### Open to new models

Prosumers are becoming a reality, as smart grids make it possible to balance local production from renewables with grid supply. New data-driven services give utilities the chance to turn this to commercial advantage.

How you deploy the Atos Codex Analytics Platform will depend on your specific priorities and objectives:



If you are just beginning to define extended customer-engagement strategies, the Atos Codex Analytics Platform can act as a foundation for all related activities. These range from prototyping new services through to setting up and managing loyalty and reward schemes.



If you are already delivering of new customer services, the Atos Codex Analytics Platform can be adopted to gain supplementary capabilities. These could include, for example, data-analytics functions or extended integration with real-time data sources, such as those generated through smart metering or building control systems.

# Scenarios: preloaded and ready for extension

Atos already offers a number of fast-track service packages preloaded on its customer engagement platform. These are ready for immediate adoption and can be enjoyed by customers over any device.

We understand that many of our utility clients already offer their customers some or even all of these preloaded service functions.

With the Atos Codex Analytics Platform, the value is different. Our preload services are just a starter - we are not just selling discrete customer engagement applications. We are offering a platform on which:

- All customer-service applications can be hosted and managed
- New services can be rapidly conceived and developed
- Standard analytics tools can be used across all services
- Data from any internet-enabled device or application can be integrated to create value
- Third party relationships built around shared data can be rapidly built and deployed
- All data usage can be monitored with regard to "opt in/opt out" compliance

## Preloaded service packages



### My consumption

Get a view of current versus historical consumption. See what you are spending and how much energy you are using against a comparable period. Split the picture according to actual usage for heating, cooking, laundry and other activities.



### Comparison

Check your own consumption against similar customer profiles - people with similar homes, businesses or families. Are you spending less or more?



### Green coach

This simple step-by-step aid to improving sustainability and reducing cost guides customers to more responsible usage. You can develop links to third parties to create compelling extended services.



### Consumption alerts

Receive alerts when there is an abnormal spike in usage, with informed advice on reason and remedy.

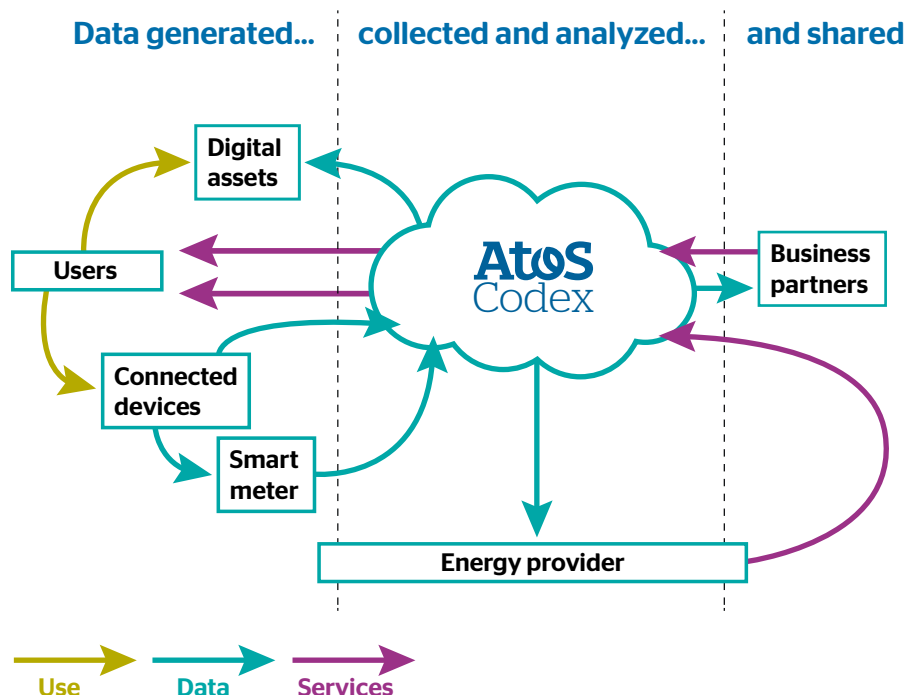


### Eco-points

Turn responsible resource usage into tangible reward. Customers can spend eco-points with partners, offset them against future payment, or even gift them to help reduce energy poverty.

## A platform summary

Atos Codex enables utility companies to collect, analyze and share data, which in turn drives a new generation of customer engagement services and a new generation of collaborative partnerships.



The Atos Codex Analytics Platform is modular and open. It provides the means to collect data not just from smart meters but from any other internet-connected device. It acts as a smart data hub, managing analytics and routing complex multiple data streams to their specified portals and applications for effective service use.

Data can be securely hosted by Atos, as required, both for cloud delivery and service development: our datacenters are certified to the ISO 17799:2005 information security standard.

Initial customer engagement discussions are primarily focused on business opportunities and objectives. For those seeking a deeper technical understanding of the Atos platform, we are happy to provide peer-to-peer sessions in all associated IT specialities.

The success of new customer engagement services hinges on effective integration with existing business systems. Choose Atos as the trusted partner for your digital journey, and our extended skills add clear value.

Atos is a systems integrator with deep experience of the utility sector. The many projects which we have successfully undertaken around smart grid and smart metering, in billing and customer relationship management all contribute directly to the quality of your new customer engagement services.

We are not simply offering software for customer-facing applications. We are providing a complete service delivery platform backed with industrial data analytics capabilities. These analytics capabilities are further strengthened by the company's strategic investment in the Atos Codex analytics solution.

As specialists in cyber-security, we ensure that in new client services, critical client confidentiality is given the attention it demands. As a global company, with a strong European footprint, for example, we can ensure that all aspects of data hosting meet relevant regulatory obligations.

In addition to our breadth of skills as utility-specific systems integrators, Atos is also a leading provider of fully managed business services. As the European leader in payments, for example, we manage millions of customer transactions every day.

In Atos Worldgrid, we have industry experts dedicated to the specific challenges of the energy and utility sectors.

## Next steps

As a company of 100,000 business technologists worldwide, Atos is primarily focused on bringing its clients the benefits of digital transformation while ensuring that all existing investments in information technology are managed securely, efficiently and cost-effectively.

For our utility clients, the new imperative of customer engagement services is certainly a step into digital transformation - especially with regard to customer experience and business reinvention.

At the same time, these new services must be effectively integrated not only with your own existing business systems, but also with those of the third parties you choose to partner with.

The starting point has to be the big picture - and we invite you to explore the immediate opportunities to establish winning new customer engagement services.

But you need to act fast - ensuring that your service innovation builds brand recognition and loyalty ahead of the competition.

Our existing taster services are ready for immediate trial and adoption - so come and experiment with our consumption and comparison services, and see how you could apply green coaching and eco-points in your own service strategy.

The Atos approach is always driven by practical action - and we encourage you to take advantage of cloud-based piloting and prototyping from day one - nobody has time for extended academic discussion.

Focus on immediate opportunity and together we will identify practical, affordable and risk-free initiatives through which you can put new customer engagement ideas into action, develop new and productive partnerships, and explore the positive impact of new service analytics on your pursuit of operational excellence.

Atos - the trusted partner for your digital journey.

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# About Atos

Atos SE (Societas Europaea) is a leader in digital services with pro forma annual revenue of circa € 12 billion and circa 100,000 employees in 72 countries. Serving a global client base, the Group provides Consulting & Systems Integration services, Managed Services & BPO, Cloud operations, Big Data & Cyber-security solutions, as well as transactional services through Worldline, the European leader in the payments and transactional services industry. With its deep technology expertise and industry knowledge, the Group works with clients across different business sectors: Defense, Financial Services, Health, Manufacturing, Media, Utilities, Public sector, Retail, telecommunications, and Transportation.

Atos Codex is a suite of business-driven analytics solutions and services. It supports public and private sector organizations in the quest to transform data into actionable business insight. It provides analytics consulting services and labs for rapid prototyping and proof-of-value. With cloudbased development and delivery platforms, it offers both a repository of active use cases and affordable access to High Performance Computing resources. Exploiting cognitive computing, it actively encourages coinnovation with both partners and clients. Atos Codex benefits from a worldwide network of 10,000 data scientists and analytics experts.

Find out more about us

**atos.net**

**atos.net/atoscodex**

Let's start a discussion together



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