

Abstract

In the field of Energy & Utilities, providers face the phenomenon of competition within a turbulent phase characterized by strong emphasis on revenues and margins and the necessity of providing greater levels of service and safety.

Reply supports companies in this sector by helping them in the transformation process of optimizing IT investments, through its business expertise and ability to use the leading-edge technologies.



Scenario

The Energy Industry in Italy has undergone a complete deregulation after about a decade of progressive adaptations in the market structure supported by intense regulatory activity. The market structure has thus changed, defining new players on the **free market** specialized in the **production and sales of energy** and institutional actors developing transportation and distribution activities subject to regulation.

For the first time, providers have faced the phenomenon of competition within a turbulent phase characterized by strong emphasis on revenues and margins and the necessity of providing **greater levels of service and safety**.

The companies that have achieved the best results have learned to take this time of change **as an opportunity to gain a competitive advantage** over the competitors and to seize new opportunities to generate profits by increasing volume faster than market trends, although operating in a commodity business.

Offer

Reply supports operators in the sector by helping them in the transformation process through its business expertise and ability to use the leading-edge technologies.

Reply provides strategic and technological consulting services designed to optimize processes and select and implement technology platforms and architectures better suited to the requirements of major actors:

— **Retail Companies** – Marketing, CRM, Billing, Pricing, Settlement, etc.

— **Wholesalers and Traders** - Forecasting, Trading & Risk Management, Settlement, etc.

— **Energy Distribution and Transportation Companies** - (Asset Management, Meter Data Management, Smart Metering, etc.)

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.

For more informations: www.reply.eu