

# add.BI - Introduction



## Power & Utilities

05. marec 2021

# ADD Ltd - Business Solutions Department



21 years in  
BI/CPM area

22  
Consultants in  
BI/CPM area

160+  
Successfully  
finished  
BI/CPM  
projects

24+  
Countries with  
our solutions



Microsoft  
Country  
Partner of the  
Year 2016

Winner  
FLP 2015 Award  
for Big Data in  
EMEA region  
(Microsoft & HP)

Microsoft Gold  
Data Analytics,  
Data Platform,  
Cloud Platform,  
Cloud Productivity

Microsoft Gold  
Collaboration and  
Content,  
Datacenter,  
Messaging

Premier  
Pyramid  
Analytics  
Partner

Regional  
Kepion  
Partner

Cloudera  
Bronze  
Partner

Iris Carbon  
Partner

# Power & Utilities Experience

Different Market Players + Technology Expertise + Business Knowledge + Guidance



Power  
Generators

Transmission  
Operators

Distribution  
Operators

Traders  
(WHS)

Suppliers  
(RTL)

Best Practices &  
GAP-FIT Models

Business  
Consultants &  
Technology  
Experts



Cross-Industry best practice sharing

A

Data integration  
"one version of truth"

All kind of data  
(structured, unstructured, mass...)

Artificial Intelligence

Reference models &  
Best practices

Data Quality  
& Master Data

Relevant Content &  
Scenarios

< 10ms

čas delovanja



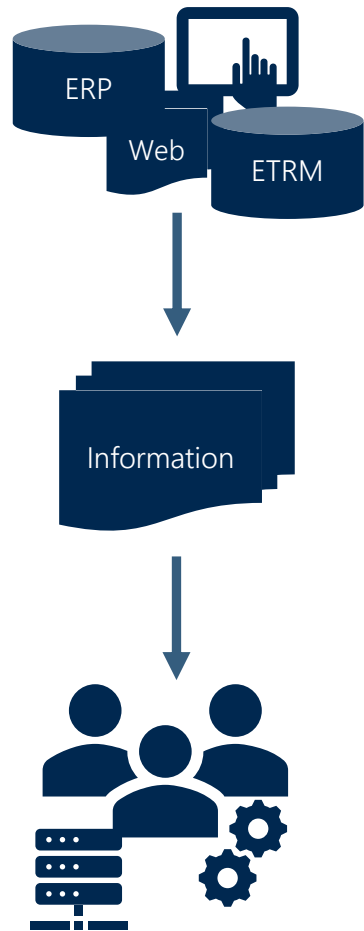
SOLVERA  
LYNX

AUTOCAD

Arc  
GIS

Smarter Tools

# What we do?



Understanding of Business Challenges

Best practices & Fast Track frameworks

Data preparation & management

Analytics & Information management

Monitor  
Strategic &  
Operational KPI's

Performance monitoring  
dashboards

Set Targets on  
Strategic &  
Operational  
Level

Budgeting & forecasting  
solution

Understand  
What is  
Happening &  
What Happened

Analysis  
& reporting tools

Get Insights on  
What Will  
Happen & What  
To Do Next

Advanced analytics  
models

# Power Generation & Distribution

## The Value Chain

Gross profit, Net profit, ROCE,  
ROA, ROI, Working Capital,  
COGS, SGA etc.

Asset Utilization & Efficiency,  
Losses, SAIDI, SAIFI, CAIFI,  
Plant Efficiency, Fuel usage per  
MWh, A/R Days, GMROI,  
CMROI, Operating Costs, etc.

### Financial

(goals & metrics)

### Operational Efficiency & Effectiveness

(goals & metrics)

#### Product Profitability

#### Project Profitability

#### Customer Profitability

#### Demand Management

Demand Forecast  
Forecast Accuracy  
Lost Sales  
...

#### Sales & Marketing

Contract Values  
Trade Value  
...

#### Projects & Activities

Actual V Budget  
On-time delivery  
Work cost  
Material cost  
...

#### Sourcing & Procurement

Purchase Orders,  
Supplier Performance  
Production GWh  
Scheduled GWh  
...

#### Distribution

Losses  
Outages  
SAIDI  
SAIFI  
...

#### Customer Service

Complaints & Claims  
Customer Segmentation  
Customer Life time Value  
...

#### Finance & Risk Management

#### Human Resources & Assets Management

#### IT & Services

Dashboards  
KPI Monitoring  
Story telling  
Alerting

Ad-hoc Analysis  
Reporting  
Advanced Analytics  
What-if  
Budgeting  
Forecasting  
Streaming  
Data Integration

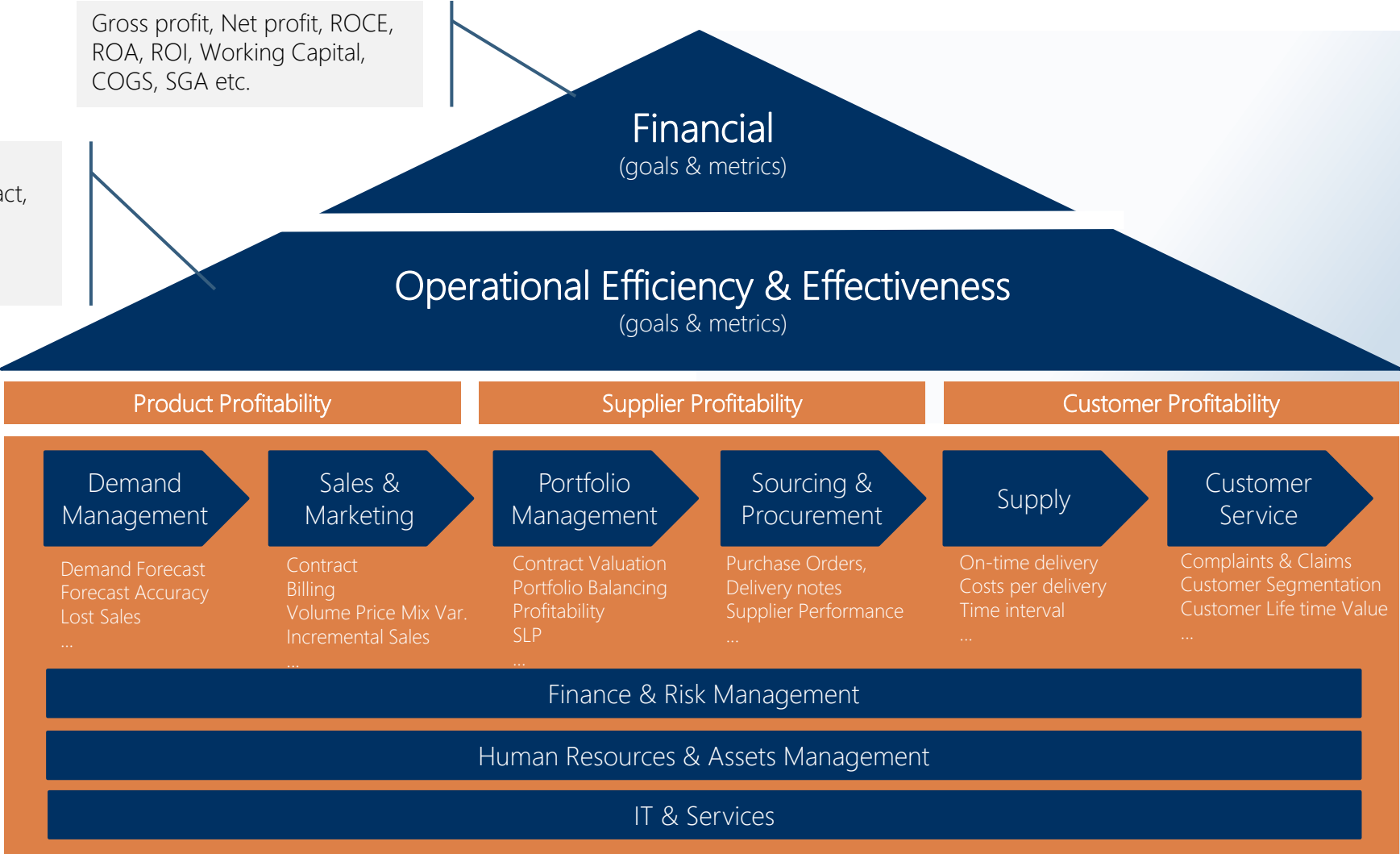
# Energy Trade & Supply

## The Value Chain



Gross profit, Net profit, ROCE, ROA, ROI, Working Capital, COGS, SGA etc.

Customer Acquisition & Retention, Profit per contract, Market Growth, A/R Days, DSO, M2M, VaR, etc.



Dashboards  
KPI Monitoring  
Story telling  
Alerting

Ad-hoc Analysis  
Reporting  
Advanced Analytics  
What-if  
Budgeting  
Forecasting  
Streaming  
Data Integration

# We understand Industry challenges



High volatility in prices



Opening up of market places



Regulatory Requirements



Environmental and demographic changes



Industrial and transport sector consumption



Unpredictable fuel costs

Cross-Process Collaboration  
Smoother Operations  
Connected Marketing,  
Sales & Service  
Regulatory Compliance

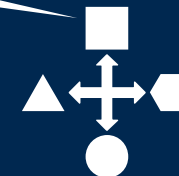
...

Customer as a center  
New Innovative Services  
Personalized experience  
Collaborate with a customer

...



Customer



Cross company  
and process  
collaboration



# We have Industry Related Experience...

## IT Perspective

- Enterprise Data warehouse
- Master Data Management
- Data Quality
  
- OLAP Analysis
- Self-service BI
- Reporting
- Dashboarding (KPI's)
- Planning & Budgeting
  
- Predictive Analytics
- Time Series Data Analysis
- Statistical Analysis
  
- External data acquisition and integration  
(Weather, EEX, Metering data, SouthPool...)

## Business Perspective

### RETAIL

- Contract Valuation (SLP modeling, Fix, Flex)
- P&L Statements
- Portfolio Management (RTL&WHS, Balancing)
- Demand/price forecasting
- Price policy (Volatility, Margin, Risk Premiums...)
- Tariff Management
- Risk Calculation
- Scheduling
- External data (consumption, price, weather, etc.)

### TRADE

- Contract management (Physical, CBTC, Financial,...)
- Demand/Price forecasting
- Price volatility and Currency Clause
- Scheduling
- Imbalance Statements
- Cross-border Trading
- Risk Calculation (MtM, VaR etc.)

### GENERATION, DELIVERY

- Telemetric data readings (SCADA, devices)
- Load and Production Aggregation
- Assets Monitoring
- Long/Short-term forecast Load and Production
- Scheduling (day-ahead, intraday)
- Trade day valuation
- Project Valuation (work hours, material, mashine hours)
- External data (consumption, production, capacity, weather...)

### OTHER AREAS

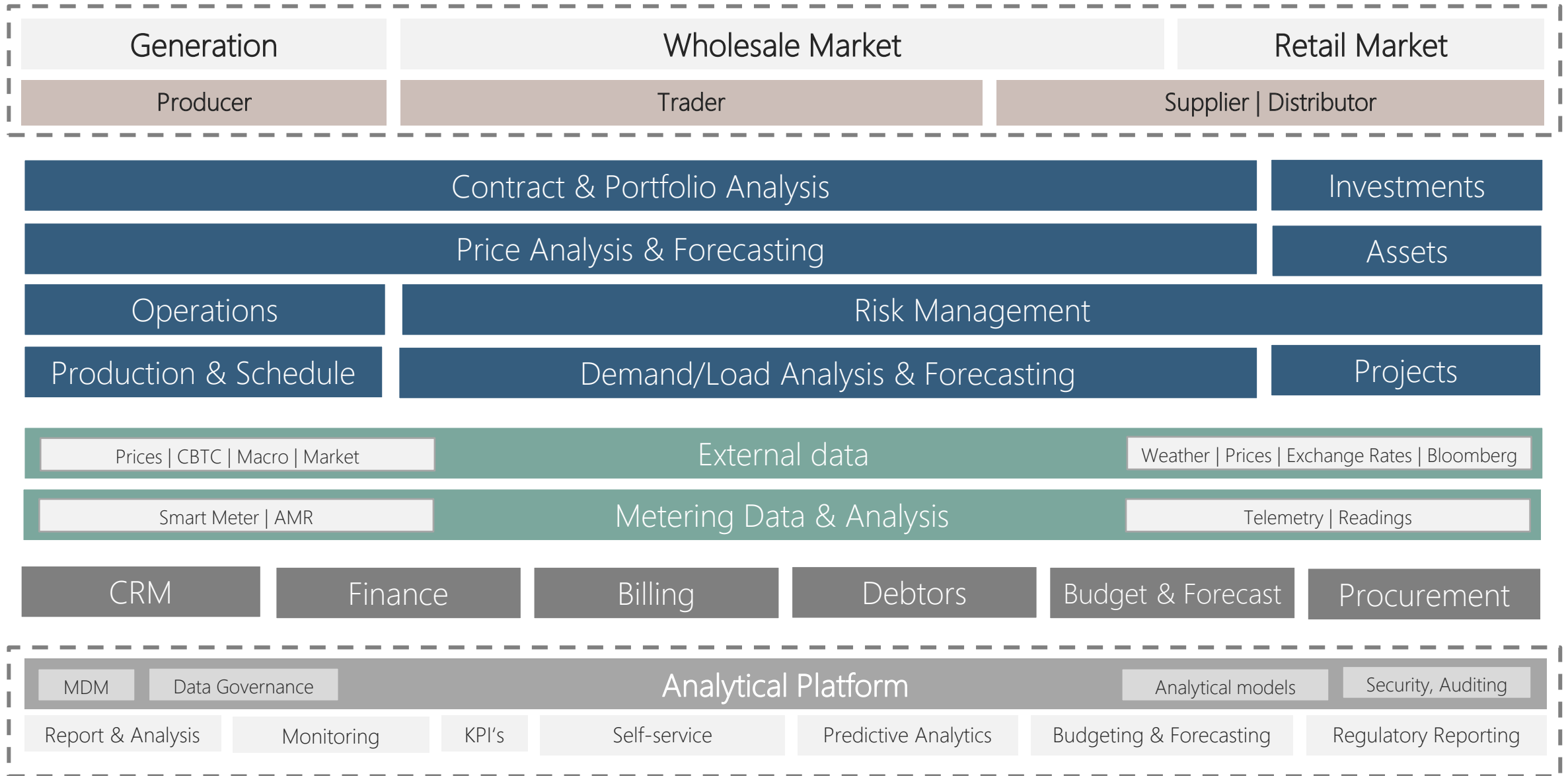
- Billing
- Financials (Costs, Revenue, Assets...)
- Collections (Account Receivables and Payables)
- Cash Flow
- Campaign Management
- CRM
- Call Center Analytics

Power & Utilities CPM Framework

# We Provide Reference Business Models



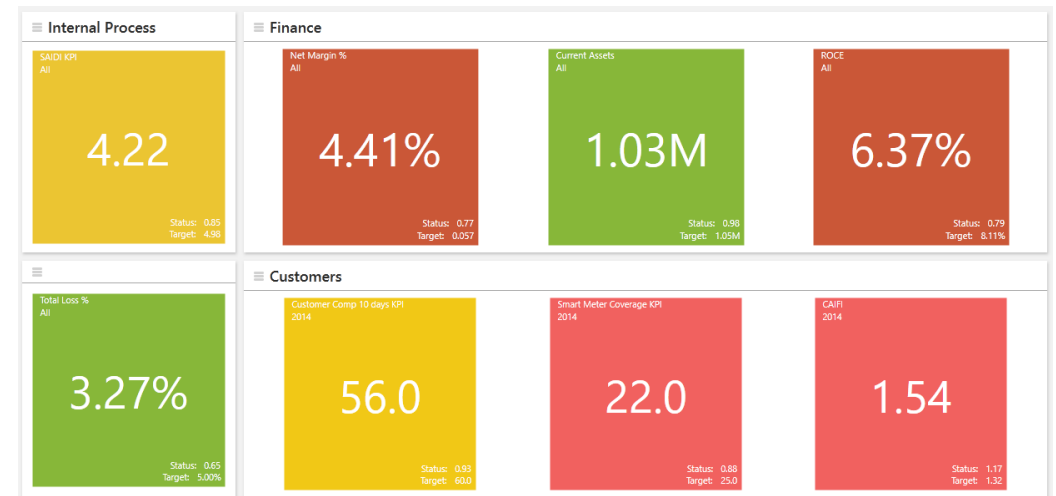
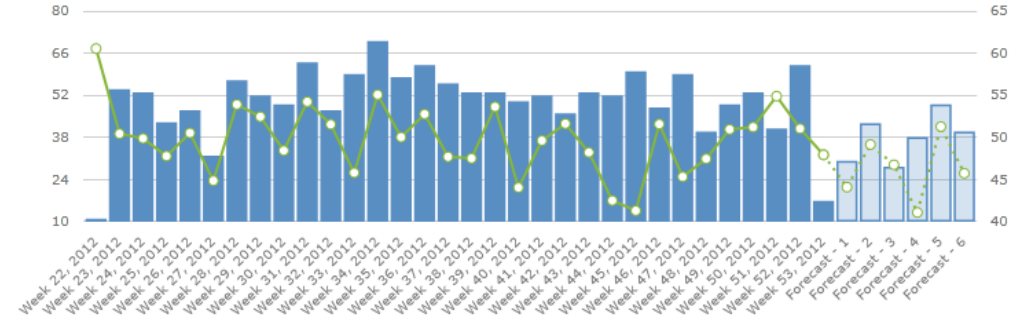
Power & Utilities DWH Industry Framework → What happened, will happen ...



# Corporate Performance Management



Weekly Outage count and Avg Duration with Forcast



# BI/DWH Evolution to Analytical Platforms

What happened?

Agile DWH practice

Agile DWH (Step-by-step)  
MPP, Conf. dimensions  
Business & Operational  
Data ...

What is happening?

Big Data Analytics

Extended DWH  
architecture  
Big Data Storage  
Big Data Query Engines

What will happen?

IoT Analytics

Connect different devices  
Stream data in real-time  
Align data with corporate  
assets.

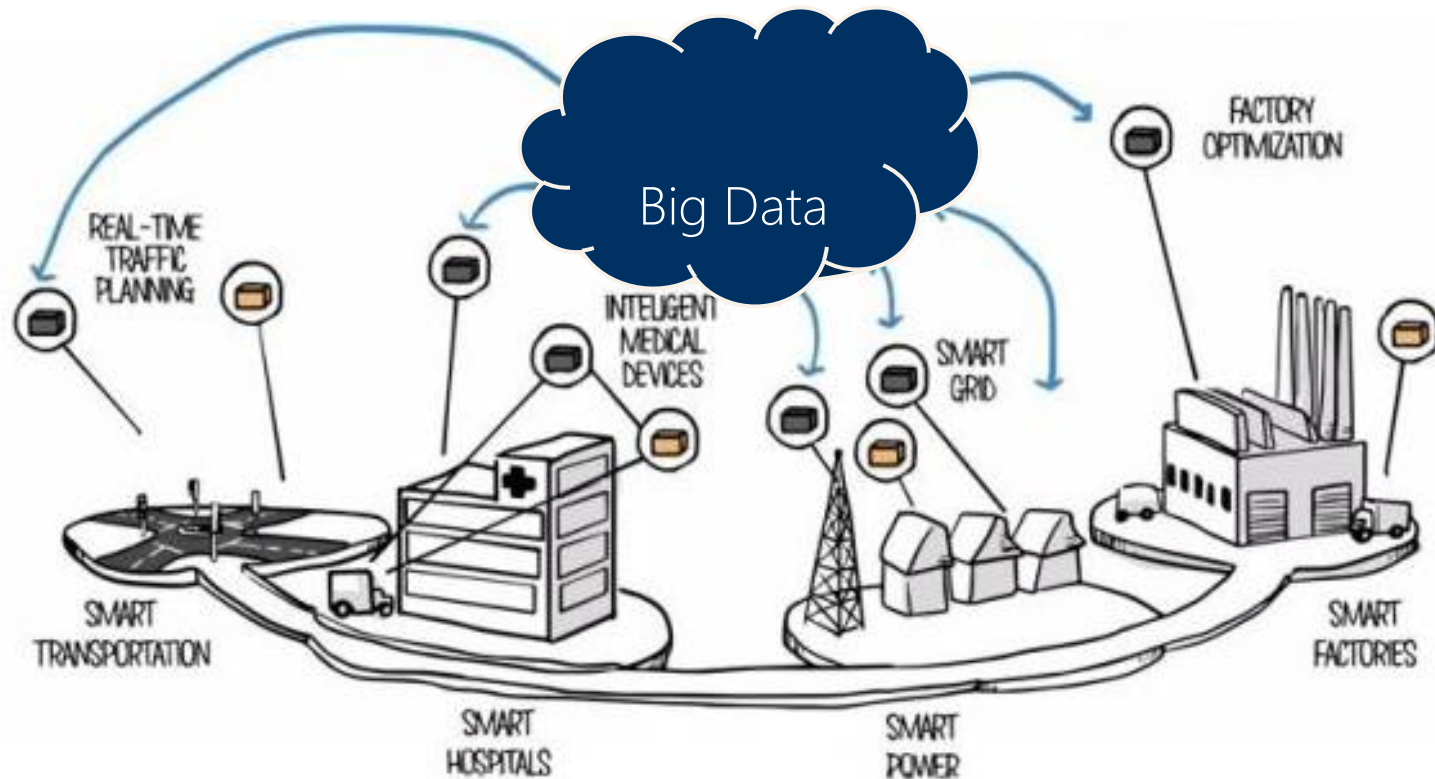
Advanced Analytics

From historical data to  
prediction and  
prescriptions.

Self-service Analytics

Provide Analytical Tools  
To enable users do  
self-service BI.

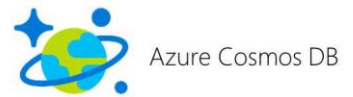
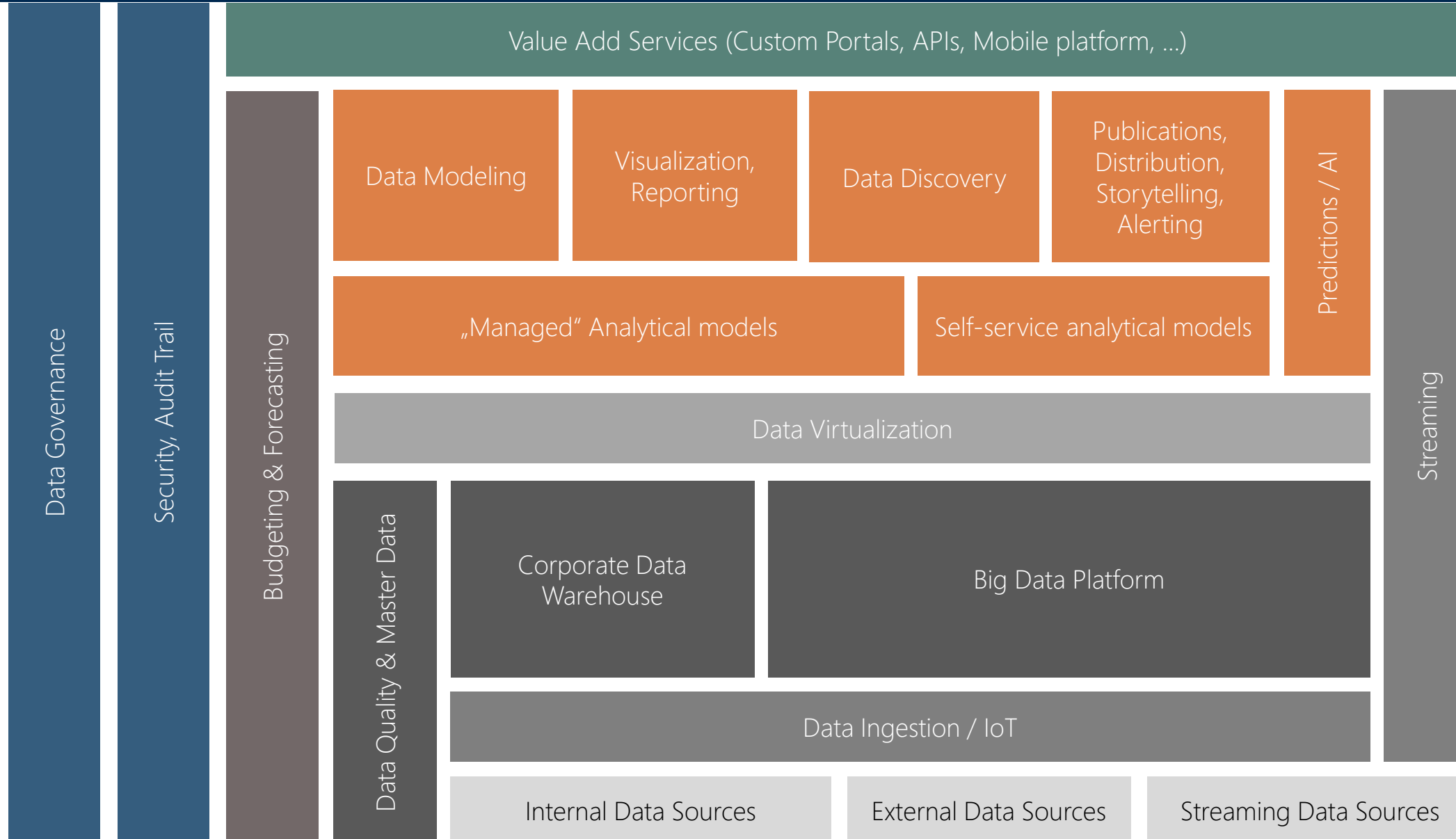
# Smart „Everything“ Challenge



- Connectivity to devices
- Bi-directional communication
- Real-time analytics
- Data Explosion (signals, granularity, unstructured...)
- Historical data (store and analyze huge amount of data- structured & unstructured – RAW)
- Extract knowledge using Advanced Analytics (from what happen to what will happen)

## Alignment of Operational & Business Analytics

# Modern Analytics Platform



Any questions please address to:  
Andrej Hudoklin, Strategic Sales Director – ADD Ltd.

[Mitja.hafner@add.si](mailto:Mitja.hafner@add.si)

Marko Škufca, BI Unit Manager – ADD Ltd.  
(Microsoft P-TSP/P-SELLER Application Platform)

[marko.skufca@add.si](mailto:marko.skufca@add.si)



**add**  
BUSINESS SOLUTIONS

Tbilisjska 85  
1000 Ljubljana  
Slovenija

info@add.si  
+386 11 479 00 11