powercloud

The scalable digital platform for utilities

Customer Presentation Deck
Powercloud

02/12/2020

powercloud is a full-service cloud software provider for utilities.

We offer a state-of-the-art open-source software-as-a-service solution tailored to the specific requirements of infrastructure and utility companies.

We are taking care of the whole meter-to-cash value chain including billing, regulatory processes (including market interaction), product management, meter data management as well as debt collection and accounting.

Open web services interfaces and our event system support a fast and reliable integration with your existing landscape and business processes.

On top of that our power app store can provide even more event-driven services, which are covering topics like E-Mobility, Artificial Intelligence and CRM.

What you can expect today

01

Who we are

Driven by the shareconomy approach, we are liberators of rigid IT systems and geeks you can entrust the whole meter-to-cash process.

02

Why powercloud?

With its roots in eCommerce, the powercloud solution is built on a customer-centric approach – what else?

03

How we support you

From 0 to German market leader in just 7 years – first utility project in 2008 supported the building of an energy retail company.
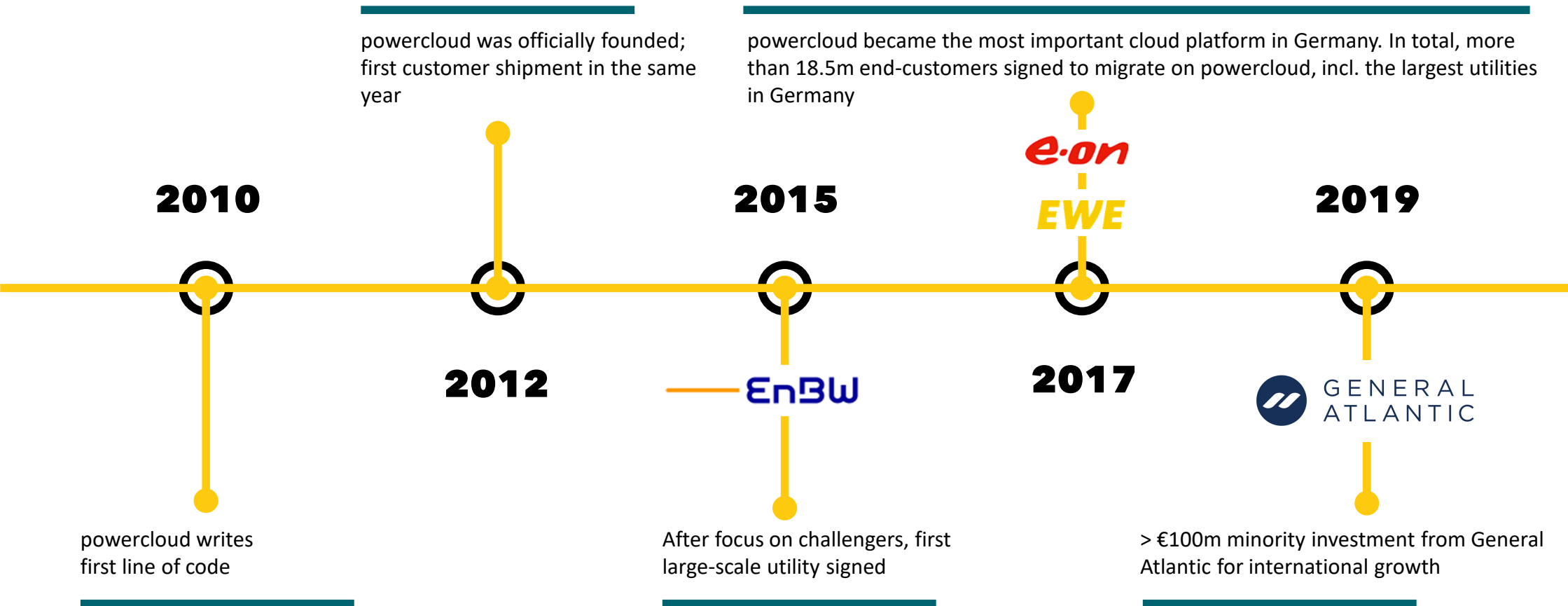
04

What´s in for you?

powercloud is offering your digital infrastructure and the cutting-edge technology for sustainable success.
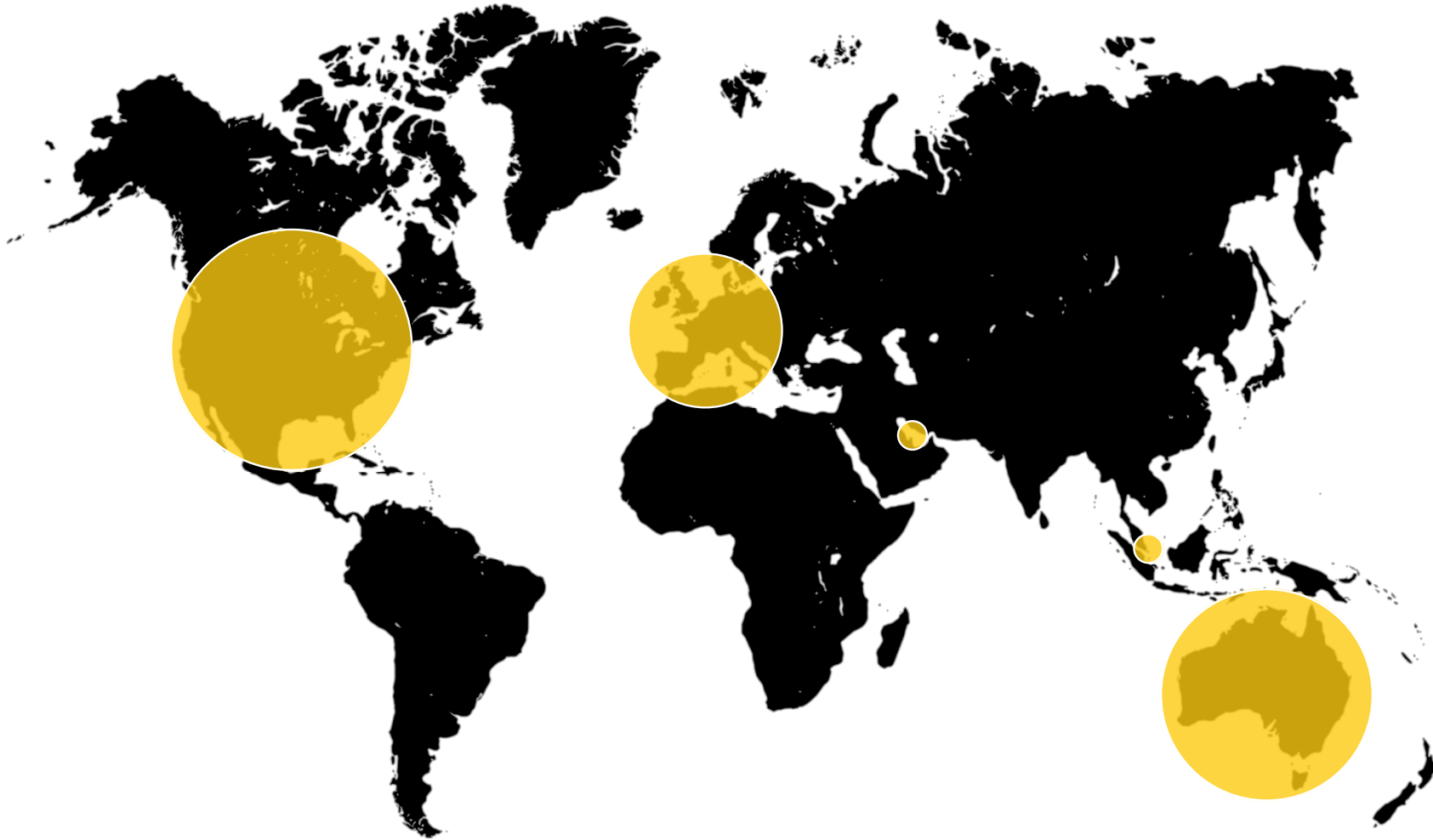
Who we are

German market leader in just 7 years

powercloud was officially founded; first customer shipment in the same year

powercloud became the most important cloud platform in Germany. In total, more than 18.5m end-customers signed to migrate on powercloud, incl. the largest utilities in Germany

2010

e·on

EWE

2019

2012

2015

2017

EnBW

GENERAL ATLANTIC

powercloud writes first line of code

After focus on challengers, first large-scale utility signed

> €100m minority investment from General Atlantic for international growth

2020 – now it´s time to go global!

We are constantly growing...more to come!

01   **Global Headquarters**
Germany
Offenburg

—

02   **Sites**
Germany
Leipzig
Berlin

—

03   **Headquarters Americas**
USA
San Francisco

service@powercloud.de
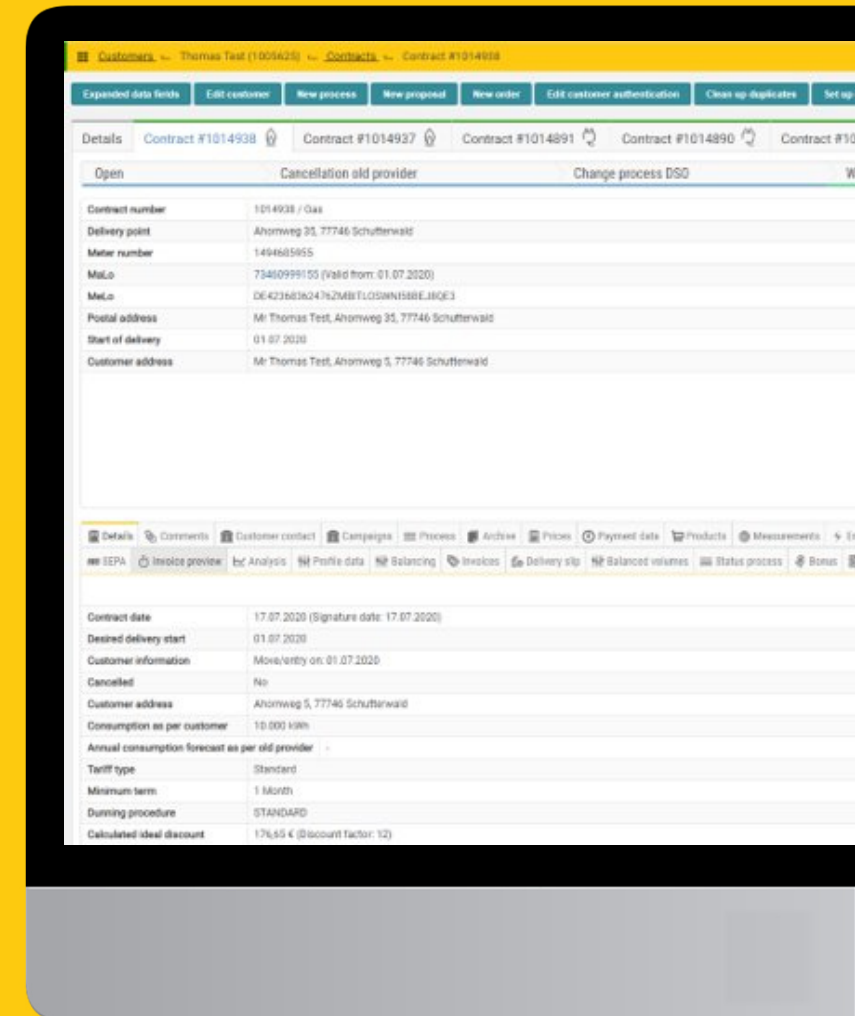www.powercloud.de

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Why powercloud?

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Get the power!

1. **Get the power to decrease cost-to-serve**

2. **Get the power to decrease regulatory efforts**

3. **Get the power to decrease churn**

4. **Get the power to decrease time-to-market**

5. **Get the power to increase sales**

6. **Get the power to increase your digital channels**

Get the power to revolutionize your future business

3 minutes
for a relocation process

3 clicks
to change bank data

2 days max.
to introduce new functions

6 minutes
for invoice correction

20%
reduction of SAP license costs

80%
reduction of SAP maintenance costs
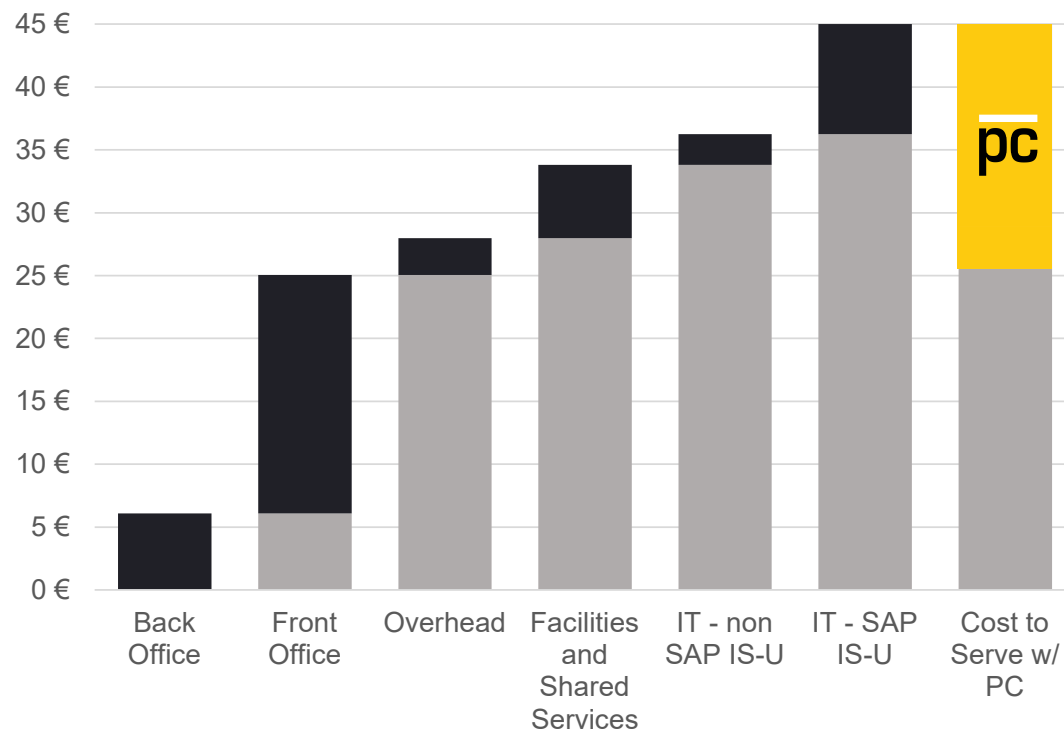
20%
fewer tasks to manage

0 EUR
for regulatory and legal changes

Get the power to decrease
cost to serve

powercloud clients see a decrease in cost to serve of 30%

45 €	
40 €	
35 €	
30 €	
25 €	
20 €	
15 €	
10 €	
5 €	
0 €	

Back Office | Front Office | Overhead | Facilities and Shared Services | IT - non SAP IS-U | IT - SAP IS-U | Cost to Serve w/ PC
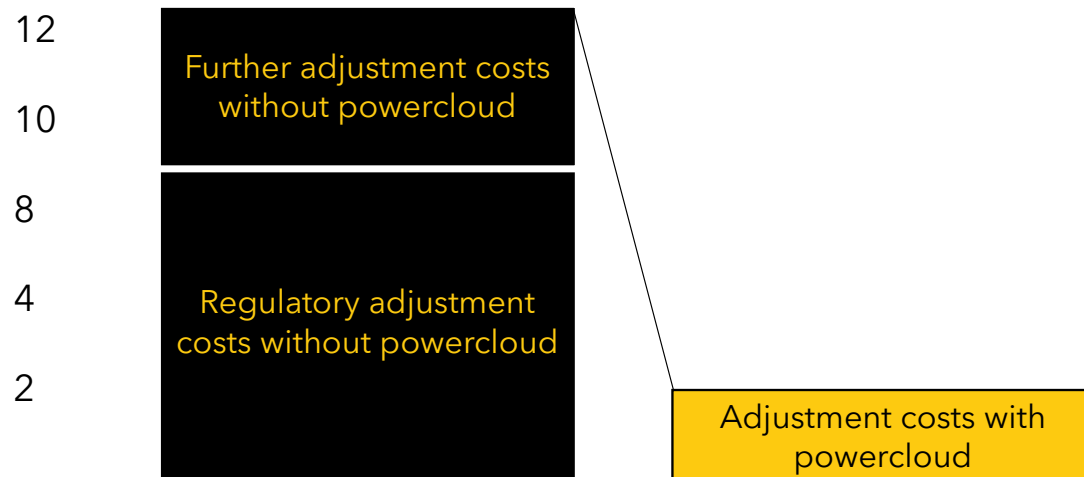
-30%*

* average advantages of all powercloud customers

Get the power to decrease
regulatory efforts

Within your SaaS contract, powercloud provides you with the entire regulatory and market processes as well as the resulting updates. Save yourself enormous effort and stop investing in expensive implementation projects for new regulatory requirements – start focusing on your core business.

Costs in €m

12

10

8

4

2

Further adjustment costs without powercloud

Regulatory adjustment costs without powercloud

Adjustment costs with powercloud

-95%*

* average advantages of all powercloud customers

Get the power to decrease
time-to-market

Create and launch new products and functionalities within days instead of weeks – to lead your market

Design your product

+

2 weeks max. →

Choose your channels

Launch your product and sell

-90%*

* average advantages of all powercloud customers

powercloud

Get the power
to stay ahead
of your competitors

EnBW

"Our world is becoming increasingly digital and with it the behavior of our customers. By converting our entire IT architecture, we will become one of the leading digital providers in the competitive arena. Short time-to-market times, individual product solutions and efficient interaction guarantee an attractive customer experience. Data-based sales is the basis for achieving our economic goals. Digitization not only makes us cost-efficient — it also enables sustainable competition."

Dr. Frank Mastiaux
Chairman of the Board of Management of EnBW Energie Baden-Württemberg AG / CEO

Customer case study EnBW

The strategy
- Migration of customers from SAP IS-U and SAP CRM to powercloud
- Customer orientation and cost reduction

The approach
- Development of a new IT landscape based on powercloud
- Product-to-cash process in powercloud was built to meet regulatory requirements
- Migration of the Natur Energie Plus brand
- Migration of the Yello brand (>1m customers) in nine months
- Migration of the EnBW brand with around 4m active customers
- Development of new IT competencies in a separate and partially parallel organization

The goal
- Migration of 4m customers in nine months

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e·on

"powercloud has been instrumental in our transformation to **customer centricity** and **operational excellence**. Product innovation is much quicker now and the **CTA and CTS** have been lowered significantly by **simplifying** and streamlining processes. In addition, we have been able to utilize our **digital channels** and **self-service offerings** much more effectively."

Karsten Wildberger
COO Commercials E.ON SE

Customer case study E.ON

The strategy
- Digital Attacker as new IT platform
- Starting with B2C customers, scale with migration and expand to B2B

The approach
- Building a digital layer with Salesforce, powercloud, CSS portals, webshop, etc.
- Launch of the working platform with new products parallel to the existing SAP-based platform without migration of data
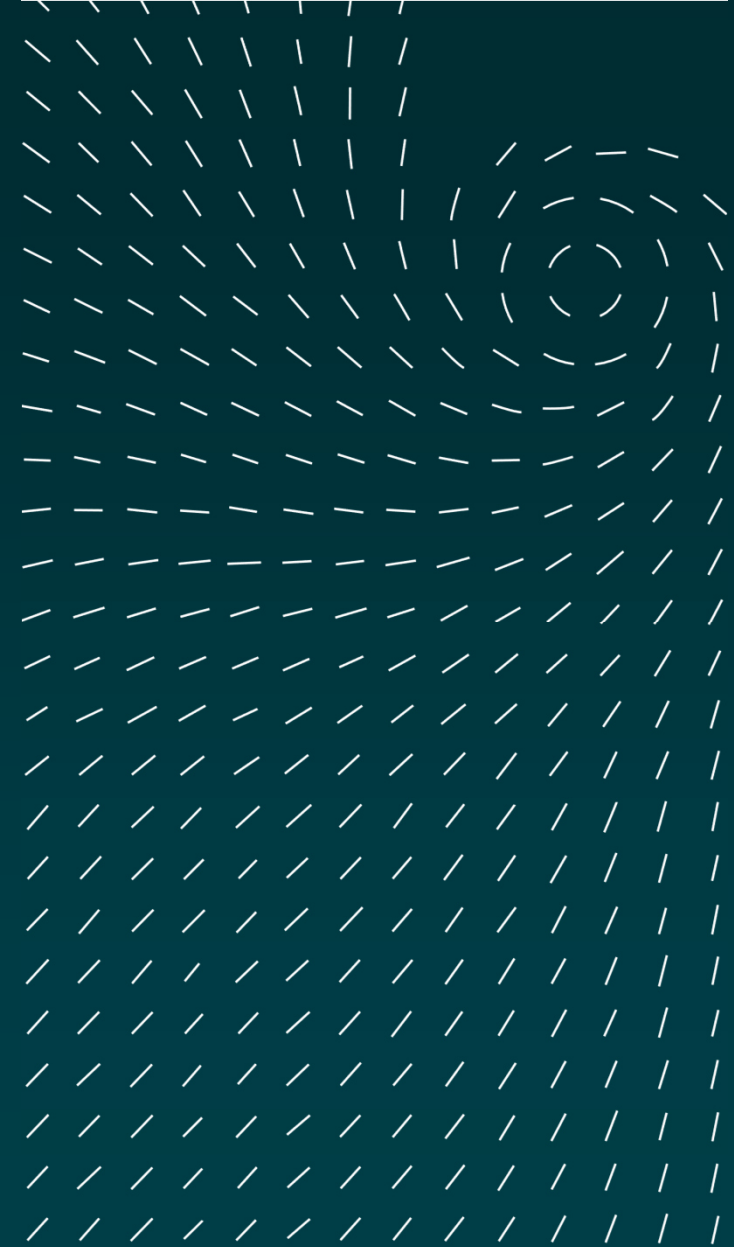- Migration of 350.000 customers

The goal
- Migration of 17m customers until 2022

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How we support you

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Get the power to benefit from a unique global utility platform

Get the power from the powercloud **shareconomy** model

Get the power from a unique and leading **global solution**

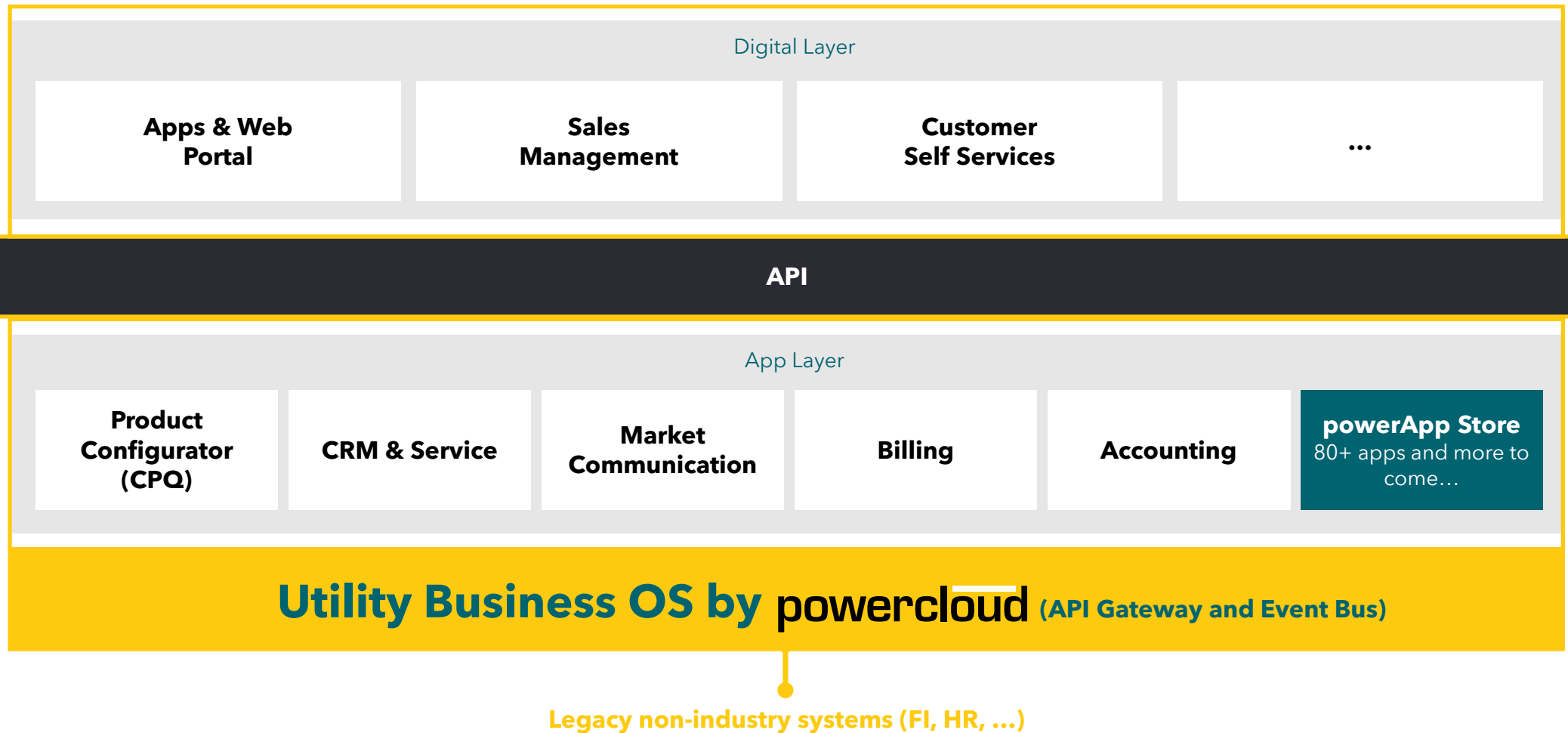Get the power for easy **localization** in other countries

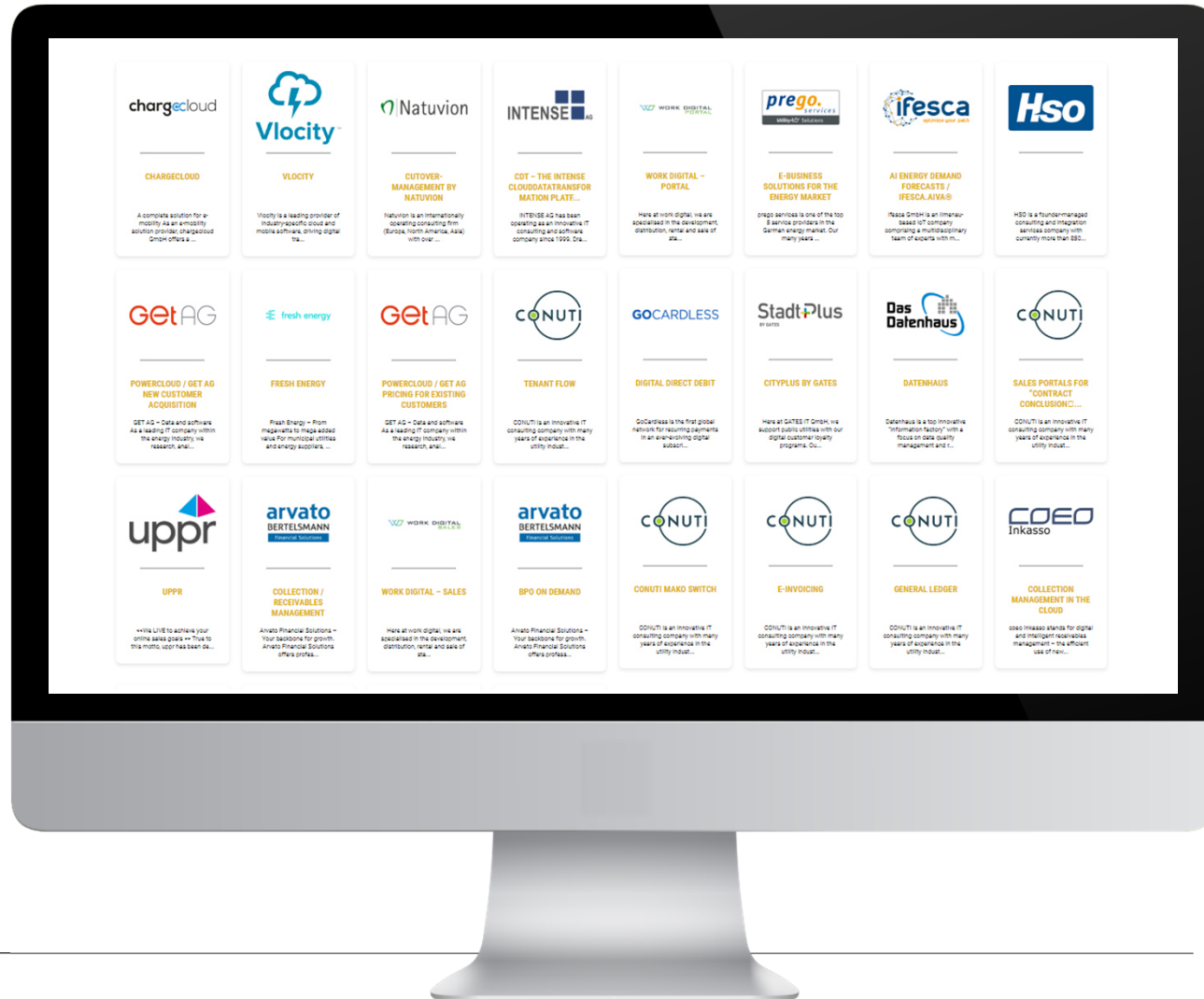Get proven **scalability** for more than 20m customers

Avoid complex developments – **standardized machine room**

We focus on our happy, loyal customers to generate them happy, loyal customers.

State-of-the-art open architecture

Digital Layer

| Apps & Web Portal | Sales Management | Customer Self Services | ... |

API

App Layer

| Product Configurator (CPQ) | CRM & Service | Market Communication | Billing | Accounting | **powerApp Store** 80+ apps and more to come… |

Utility Business OS by powercloud (API Gateway and Event Bus)

Legacy non-industry systems (FI, HR, …)

The unique powercloud App Store: 80+ apps and more to come...

What´s in for you?

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Product/CPQ — Product Data Management · Product Lifecycle · Commodity · Non-Commodity · Bundling · Pricing & Bonus

Customer Acquisition — Order Manager · Dynamic Pricing · Incentives & Bonus · Price Validation · Sales Partner Integration · Web-Portal

CRM & Service — Service Manager · Contract Manager · Contact Manager · Work Item Manager · 360 Agent View · Price Adjustments · Customer Self Service

Integration — Web-Service Gateway · Event Bus · Integration Layer

Extensions — App-Store · BI/Analytics · Salesforce Connect · E-Mobility

MDM/EDM — B2C, B2B, Smart Meters · Validation & Estimation · Aggregation & Disaggregation · Abuse & Warning · Forecast

Market Partner Management — Regulatory Processes · Switching · Market Structure

Market Communication — EDIFACT · CSV · XML · Webservice

Billing — B2C & B2B · Commodity (Electricity, Gas, Heat, Water, Sewage) · Non-Commodity · Billable Item Processing · Settlements · Discounts & Bonus · Billing Validation · Regulatory Compliance

Payment — Debit Collection · Dunning · Online Payment · Offline Payment

Accounting — Audit & Compliance · Reconciliation to general ledger · Subledger · Creditor Accounts · Debitor Accounts
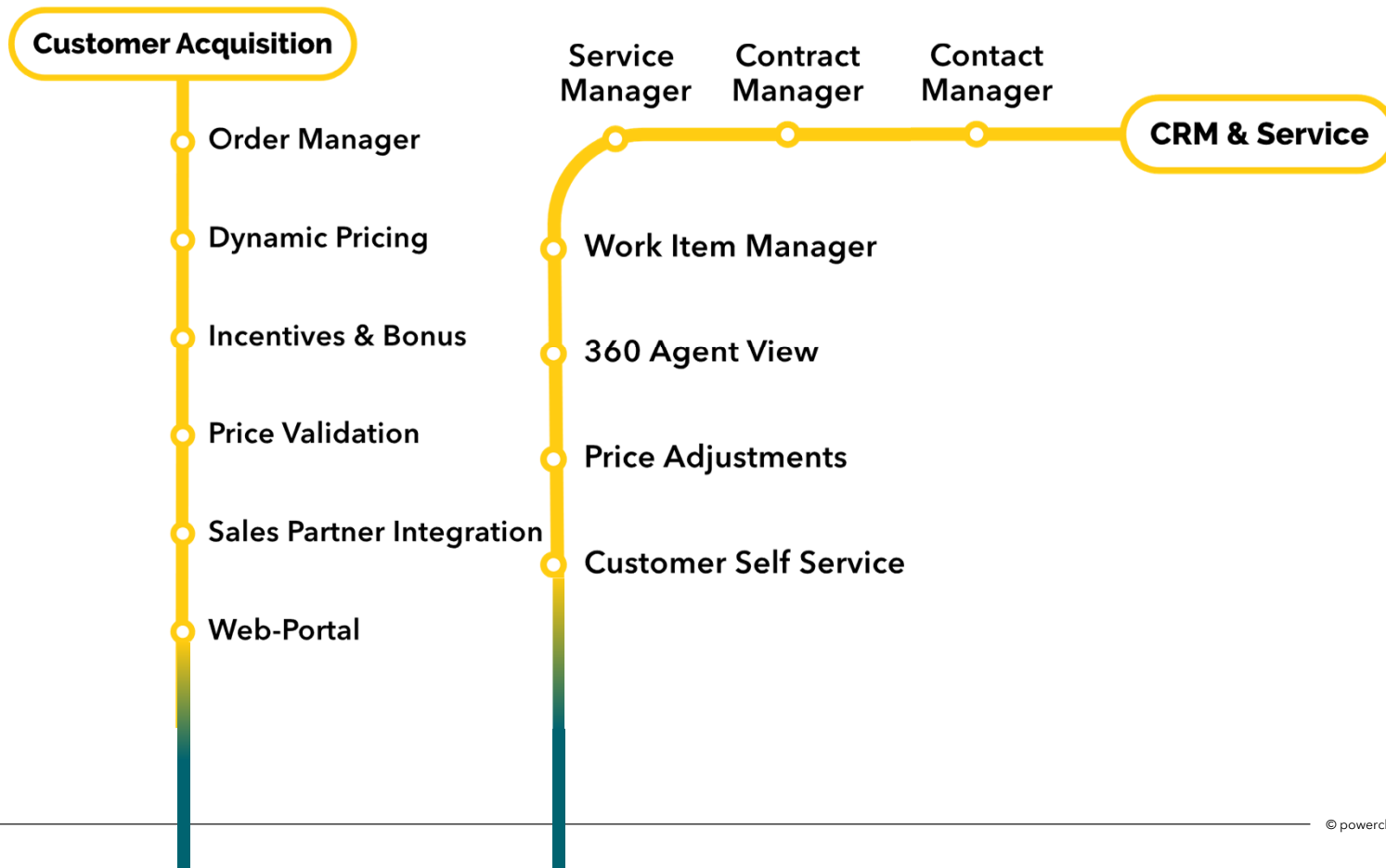
Don't you want to know more about your customers?

Get to power to generate precious customer insights

One of many features:
CRM & Service

Contact Manager

- Products can be billed immediately and can therefore be adjusted within a few minutes - enabling quick reactions to market changes.

Contract Manager

- Having all contracts in a central location delivers a holistic view of the customer relationship and is the basis for value-oriented development of the customer (margin increase and churn reduction).

Fully Digital

- Events and open web service interfaces enable customer self-service on all channels including live status tracking.
- Digital and interactive customer journeys at its best.

Offer Manager

- Live Selection of suitable offers for the customer based on many data points. Pricing and next best offer increase probability of completion as well as margins.

Service Manager

- First and second level support of customer enquiries as well as management of open tasks and next best actions. Tasks and questions can be forwarded to the customer via digital channels.

Description

powercloud brings a 360-degree view on the customers and has not only commodity but also non-commodity performance in the same overview.

Top 3 USPs

- 360-degree view
- Integration with all other applications
- Service management and next best action
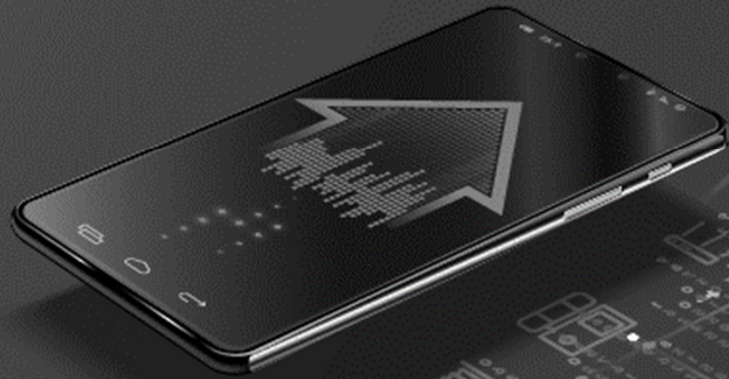
Don't you want to create and sell new products?

Get the power to create and sell new profitable products

Product/CPQ

Product Data Management
Product Lifecycle
Commodity
Non-Commodity
Bundling
Pricing & Bonus

One of many features:
Product / CPQ

Calculation and pricing

- Products can be billed immediately and can therefore be adjusted within a few minutes - enabling quick reactions to market changes.

Targeting and positioning

- Calculations can consider competitors' pricing, enabling to find oneself in the competition on the spot in order to win the customers one would like. Target groups can be defined and focused.

Time-to-market

- Products can be billed immediately and can therefore be adjusted within a few minutes - enabling quick reactions to market changes.

Holistic pricing service

- Company-wide pricing service distributes the same offers across all systems, channels and partners with a minimum effort and without the need of manual intervention.

Description

The powercloud Product Configurator enables utilities to calculate commodity and non-commodity products as well as bundles.
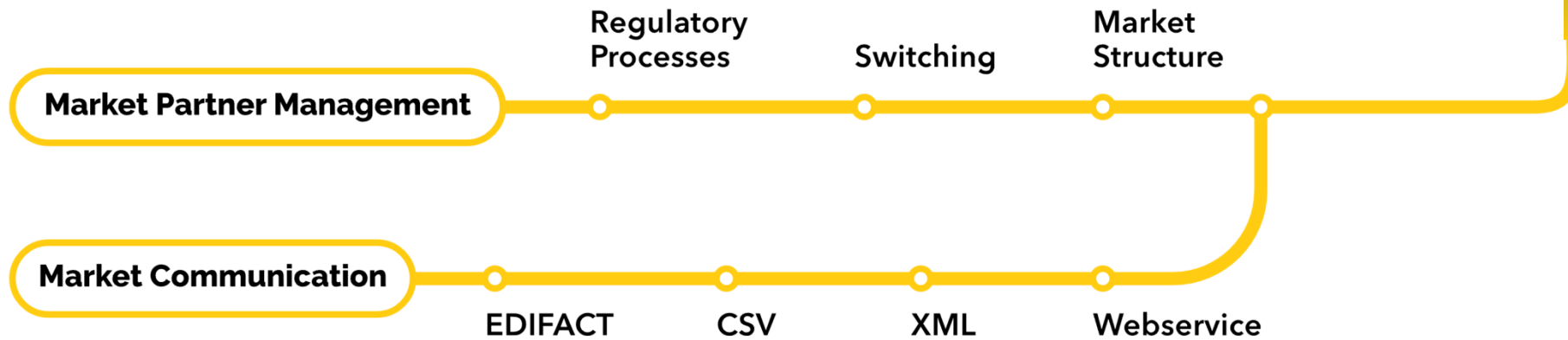
Top 3 USPs

- Customer-individual pricing
- Non-commodity and bundling
- Dynamic positioning & targeting

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Don't you want
to concentrate
on the essential?

Get the power from automated processes

Market Partner Management

Regulatory Processes   Switching   Market Structure

Market Communication

EDIFACT   CSV   XML   Webservice

One of many features:
Market communication

Build-in

- We have integrated regulatory market communication seamlessly into the end-to-end business process and built a solid automation framework to reduce manual tasks.

Secure

- We are using modern scalable high-performance technology and implement latest security and encryption standards. Comprehensive GDPR functionalities are in place.

Compliant

- We are compliant with all regulatory market communication standards and continuously implement regulatory changes. Test and implementation efforts are minimized for our customers.

Integration

- We offer a secure and reliable communication with the market over several standards, like EDI or webservices, and ensure smooth and fault tolerant way of exchanging regulatory data.

Description

Market communication is provided as a highly automated and reliable service including all regulatory updates free of charge. We help you to put all focus and resources on your customer's satisfaction.
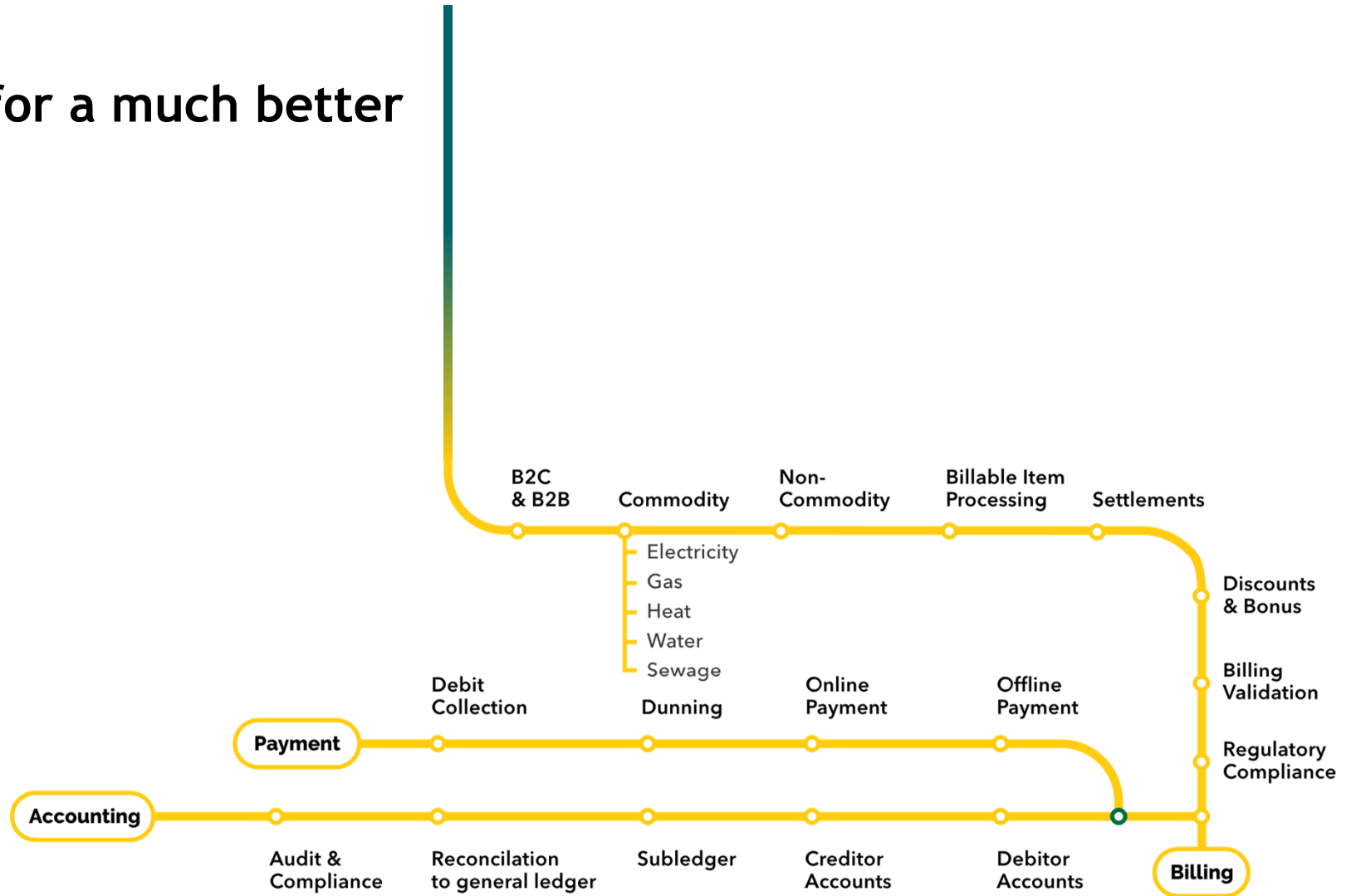
Top 3 USPs

- Automated and high-performing
- Regulatory updates free of charge
- Reliable and error-tolerant

Don't you want your billing to run perfectly?

Get the power for a much better billing

One of many features:
Billing

Commodity

- Automated complex calculations of to-be-billed amounts
- Scalable high performance EDM, forecast and settlement processes

Non-Commodity and Apps

- Billing of non commodity items such as hardware, services as one time offers, bundles and subscriptions
- Also add-ons and options are possible with additional costs

Scalability

- Billing on the fly/live-billing upon customer request
- Creation and distribution for millions of invoices a day
- 10m scale test accomplished

Data reasonability

- Automated plausibility-checks of received meter readings and other market and energy data
- Acquisition of measured non-commodity billing records and measurement values

Digital mass balance account

- High performance billing engine
- Link to accounting, fast close/ month end close and debt collection

Description

The powercloud billing engine is highly flexible and is not only able to bill energy, gas, water and sewage but also non-commodity products and services as well as bundles and subscriptions.

Top 3 USPs

- Bill whatever you like to sell
- Fast and flexible order-to-cash
- Expandable for custom needs

One of many features:
Accounting

Account receivables

- Management of account receiveables and liabilities as well as customer accounts

Payment manager

- Automated clearing process of incoming payments with self-learning matching rules

Debt and dunning manager

- Reliable debt collection for settlements, deposits and invoices
- Flexible and digital dunning process

Payment methods

- Automated creation of payment orders according to relevant SEPA payment schemes plus integration of modern payment methods like credit cards or PayPal

Description

The powercloud subledger and payment manager is scalable for millions of accounts payable and accounts receivable. It is audited by KPMG and EY.

KPMG **EY** Building a better working world

Top 3 USPs

- Faster bill-to-cash; less manual work
- Digital dunning and payment options
- Compliant with all regulatory standards

Thank you!

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