UtilityCloud

Transform traditional
utility sales into seamless
e-commerce.

Agenda

Transform traditional utility sales into seamless e-Commerce.

- Energy billing platform specifically built for energy retailers, including **electricity**, **district heating**, and **electric vehicle (EV) charging**.

- Reduce operational costs by up to 90% compared to legacy vendors and gain full control over your operations.

- We automate and streamline every step of your value chain, from product bundling and online sales to customer self-service and marketing.

- Seamlessly integrate with top-tier CRM systems like Salesforce and HubSpot for unified sales, marketing, and customer management.

- **Everything so you can focus on running your business!**

Effortless, automated migration and transparent pricing.

Existing player looking to migrate, or starting up fresh?

Our knowledgeable team supports you every step of the way.

Håvard Heggen

Co-founder & Chief Customer Success Officer

ISO certified

CRM agnostic

Cloud born

ISO 27001

salesforce

HubSpot

Microsoft Dynamics 365

Brief introduction to UtilityCloud

Forces disrupting energy retail

Consumer preferences

- Consumers expect user friendly, self-service solutions
- Netflix and Spotify etc. is the benchmark

Lower margins

- Price pressure from growth companies
- Costly legacy systems to operate

Regulatory changes

- Requires dynamic IT platforms
- Forces organisational restructuring

Why UtilityCloud?

UtilityCloud was founded with a single goal – simplifying energy retail.

A fast-growing energy billing platform with Scandinavian origin and global reach

33
Employees

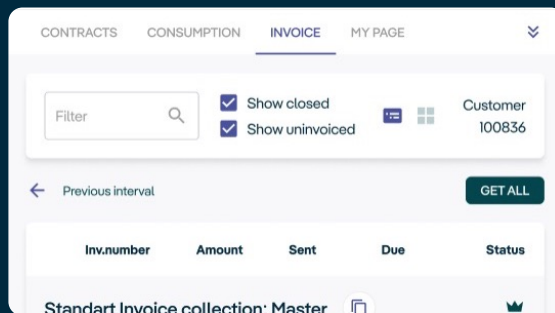**24**
Customers

0%
Churn

1 Million+
Households

2019
Founded

Oslo
HQ

VC — Backed 2025
7m EUR raised in July 2025

Oslo

Haden

Helsinki
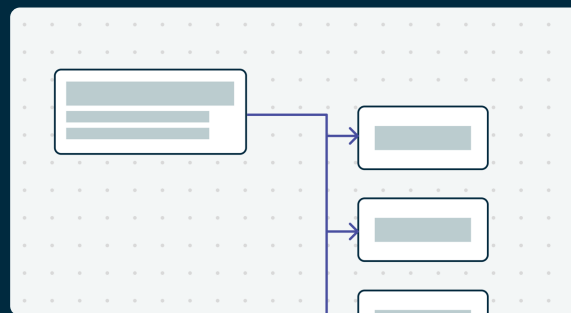
Full automation for increased quality and cost control

99% billing automation

A handful of people can handle a large volume of invoices.

Fully digital customer journeys

Easy onboarding of end customers and increased quality.

AI assistant

For increased automation of customer support.

Don't take our word for it – ask our customers and partners

Full automation for streamlined operations

Skandia wanted a fully automated system for a lean operation. They now have one employee per 50,000 customers.

"UtilityCloud was the only vendor in the market with a truly cloud native platform supporting full automation"

— Tommie Rudi, General Manager

Tommi Rudi from Skandia and Sara Rasmussen and Erik Wangen from UtilityCloud.

What our customers say

100% track record of delivering projects on or ahead of time

NTE was looking for a partner who understands complex IT projects.

"The most successful IT project I've been involved in during my 30 years in the IT industry."

— Nils Aspaas — NTE

Jørn Dyrkoren (left) and Jon Ivar Straume (right) from NTE.

How does UtilityCloud differentiate?

We give you the flexibility to grow and adapt in a competitive market...

	UtilityCloud	Legacy CIS platforms
Open APIs	☑	☒
Multitenant without downtime for upgrades	☑	☒
Event driven architecture	☑	☒
Self-service Product Management	☑	☒
Born in the cloud with infinite scaling	☑	☒
SaaS pricing	☑	☑
Regulatory changes included in price	☑	☒
100% of delivery projects on time	☑	☒
Third party agnostic (CRM etc)	☑	☑
Built for the need of energy retailers	☑	☒

How does UtilityCloud differentiate?

We are customer-centric *for real*

- All delivery and regulatory projects delivered on or ahead of time

- Regular on-site support and customer follow-up

- Continuous updates included in the SaaS price

- Meeting regulatory changes on or ahead of time

- Customers continuously referring the solution

Regulatory change:

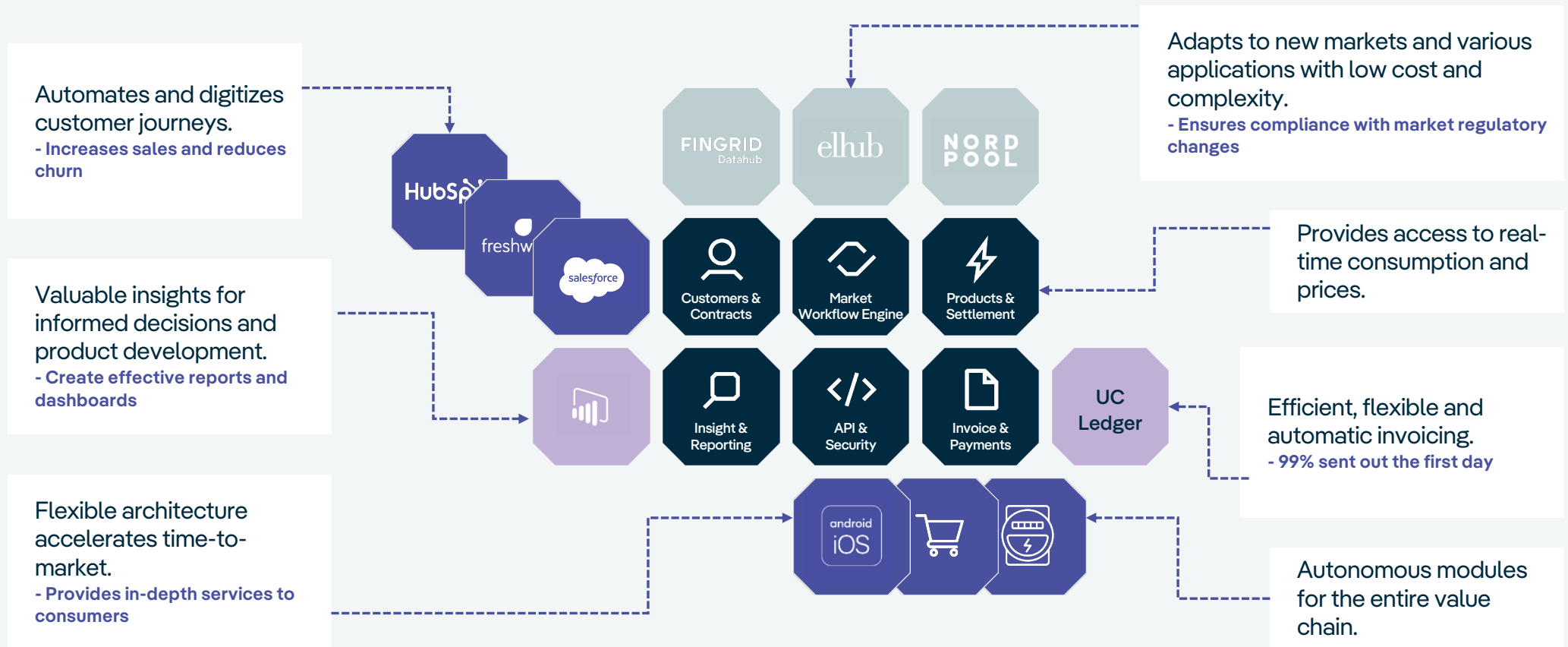15-minute settlement delivered on time, June 2nd, 2025

Zero churn

100% SLA fulfilment

Flexible platform for your needs

Scalable, multi-tenant and event driven architecture that adapts to your needs

Automates and digitizes customer journeys.
- Increases sales and reduces churn

Valuable insights for informed decisions and product development.
- Create effective reports and dashboards

Flexible architecture accelerates time-to-market.
- Provides in-depth services to consumers

Adapts to new markets and various applications with low cost and complexity.
- Ensures compliance with market regulatory changes

Provides access to real-time consumption and prices.

Efficient, flexible and automatic invoicing.
- 99% sent out the first day

Autonomous modules for the entire value chain.

HubSp
freshw
salesforce

FINGRID Datahub
elhub
NORD POOL

Customers & Contracts
Market Workflow Engine
Products & Settlement

Insight & Reporting
API & Security
Invoice & Payments
UC Ledger

android iOS

Flexible platform for your needs

The market is competitive but there are ways to grow the customer base and increase loyalty...

Legacy systems struggle with multi-service billing.

Technical Differentiation

- Architecture designed for multi-play flexibility.
- Efficient handling of tax and invoice formatting across services and countries.

1. Value Proposition for Energy Retailers

- Monetization opportunity in fixed geographical areas with limited customer growth.
- Ability to sell additional services to existing customer base.
  Examples: internet, TV, pet insurance, etc.
- Counters decreasing margins from spot pricing in energy markets.

2. Customer Benefits and Loyalty

- Single invoice for multiple services increases convenience.
- Reduces likelihood of churn due to bundled services.
- Centralized point of contact for customer inquiries.
- Leverages existing strong customer loyalty, especially in regional markets.
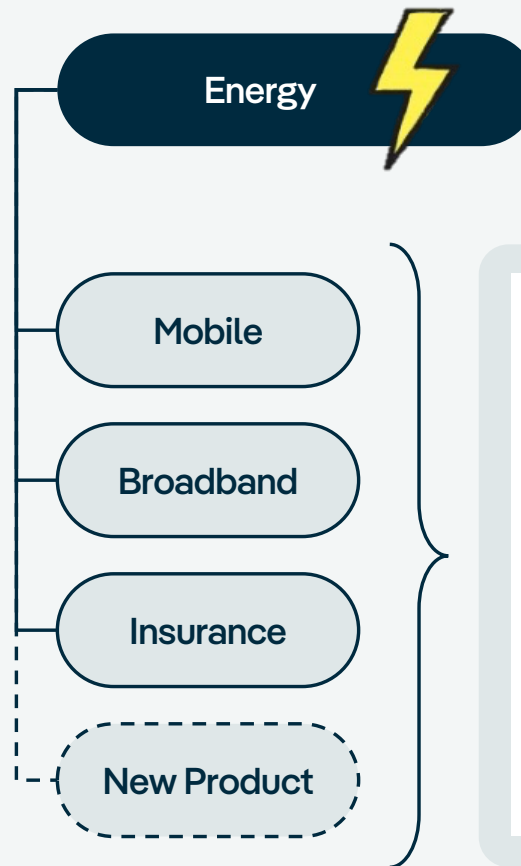
3. Operational Advantages

- Reduced FTE requirements by consolidating multiple billing systems.
- Streamlined customer service with unified customer ledger.
- Decreased "cost to serve" metrics.
- Simplified onboarding process for new services/products.

Example of a bundled invoice...

φneas

Faktura	Side 1 av 4
Fakturadato	05.08.2025
Betalingsfrist	**19.08.2025**
Fakturanummer	
KID Avtalegiro	
Kundenummer	

Betalingsfrist	Kontonummer	KID-nummer	Å betale
19.08.2025			

Tjeneste	Periode	Pris
Strøm	01.07.25-01.08.25	
Nettleie	01.07.25-01.08.25	
Internett	01.08.25-01.09.25	
TV	01.08.25-01.09.25	
Andre tjenester	01.08.25-01.09.25	
Totalkunderabatt	01.08.25-01.09.25	
Å betale		

Fakturadetaljer på neste side

Transparent pricing model based on shared success

Start-up fee (one time)

Fixed cost for setting up a new instance and additional brands on Azure.

Minimum monthly fee

Minimum monthly fee based on yearly volume target.

Pod pricing

Tier-based model and cost per active user. An active user is one meter point.

Regulatory support

Regulatory changes included and implemented well in advance.

Included services

Support and Maintenance

- 24/7 maintenance.
- Level two and three support.
- Dedicated customer success team across the entire customer relationship.

Cloud-base Platform

- Azure
- Automated scaling with volume across markets.

Updates

- Continuous product updates included in the price.
- Both new features and regulatory compliance.