UtilityCloud

Solution Overview

July 2025

Introduction

UtilityCloud (UC) is a cloud-native, multi-tenant platform designed for energy retailers operating in highly regulated energy markets. The platform helps Clients simplify complex business processes by automating customer onboarding, contract management, market integrations, settlement, invoicing, and customer self-service, all fully compliant with national regulations.

UtilityCloud enables Clients to scale quickly into new markets, operate efficiently at large volumes, and reduce operational costs while delivering a consistent and modern experience to both Clients and End-Customers.

Core Platform Principles

UtilityCloud is built around five core design principles that are consistent across all functional areas:

Automation-First Approach
Business processes, recalculations, integrations, and data corrections are automated to minimize manual work.

Market Compliance by Configuration
Regulatory complexity is isolated, allowing country-specific compliance without Client-specific customizations.

Scalable Architecture
Built to handle large data volumes, rapid Client growth, and expansion into multiple energy markets.

Open Integration Model
API-first design supports easy integration with CRM, financial systems, payment providers, and external partners.

Unified Client & End-Customer Experience
Shared data models ensure synchronization across contracts, billing, self-service, market communication, and reporting.

Functional Overview

The UtilityCloud solution is organized into five main product areas, each responsible for specific parts of the Client's value chain:

- Market Integrations
- Contract Management
- Product Management
- Settlement and Pricing
- Financial Services

Market Integrations

Operating in highly regulated energy markets requires full alignment with national data hubs, legal frameworks, and evolving market rules. UtilityCloud's Market Workflow Engine (MWE) manages this complexity, ensuring full regulatory compliance across markets like Elhub (Norway) and Datahub (Finland).

The Market Integrations module handles all communication with national data hubs. This includes processing market messages for contract start, termination, and updates, retrieving metering data, managing real-time lookups during onboarding, and integrating with population registers, company registries, and telephone directories. By isolating regulatory logic within MWE, UtilityCloud allows Clients to scale into new markets quickly without requiring platform changes for each country.

MWE functions as a standalone rules engine within UtilityCloud's cloud infrastructure. It listens to both internal and external events, orchestrating the correct regulatory processes for each country in near real-time while maintaining full process traceability.

Contract Management

Contract Management governs the full lifecycle of customer relationships for energy retailers. It provides Clients with full control of End-Customer onboarding, contractual agreements, and CRM integration, ensuring both operational efficiency and data consistency.

Customer Records

End-Customers may enter UtilityCloud through manual back-office registration, APIs, or fully automated digital onboarding using UtilityCloud's Weborder solution.

Accounts & Contracts

End-Customers are assigned to accounts which consolidate invoicing and financial data. Contracts link products, start dates, and pricing to individual End-Customers. Historical traceability is maintained throughout product switches or contract changes.

CRM Integration

UtilityCloud integrates with third-party CRM platforms, allowing Clients to retain existing systems while maintaining synchronization with UtilityCloud's contract and billing engines.

Weborder

UtilityCloud provides a self-service onboarding solution that allows Clients to onboard End-Customers efficiently, minimizing operational cost and manual involvement.

Offer Management

Clients can issue digital offers for End-Customers to accept and sign electronically, supported by external providers such as Criipto for secure authentication and signing.

Customer Portal

UtilityCloud includes a standard Customer Portal solution with both MyPage (web-based) and mobile apps. End-Customers can access consumption data, invoices, products, and costs with full Client branding. This service targets Clients who prefer not to develop and maintain their own portals.

Onboarding & Data Migration

UtilityCloud offers migration tools to help new Clients onboard from legacy systems, combining legacy data with verified national hub data. The Contract Management team provides the technical migration tools, while project coordination is handled by UtilityCloud's implementation team.

Portfolio Comparison Tool

Clients may continuously compare their customer portfolios against national hub data to ensure system alignment and data consistency.

Product Management

Product Management provides tools and services that enable energy companies to define and manage their commercial offerings, typically power tariffs and related pricing models. The system supports both standard regulated products and more complex tariff structures. Once defined, these pricing models are fully reusable across the Client's customer base.

Product Management allows companies to:

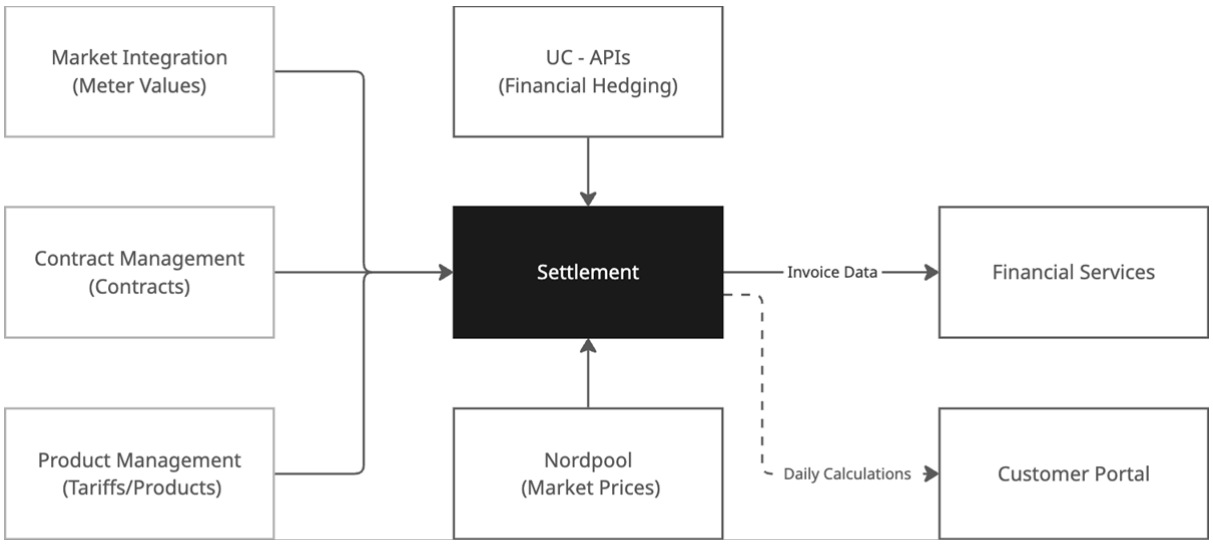
- Efficiently create and maintain product/tariff structures and pricing rules
- Manage prices and expose them for use across the system

Clients can configure new products using the product builder. This is a highly dynamic user interface, allowing companies to rapidly configure and adapt products/tariffs to meet changing market demands, regulatory requirements, and customer needs, without the need for custom development.

Product/Tariff data is accessed by other parts of the platform, including:

- Contract Management, which needs tariff information during onboarding and offer generation
- Settlement, which uses tariff definitions to calculate the financial value of consumption
- Financial Services, which includes tariff-based details in invoices

Settlement and Pricing



The Settlement module's primary role is to supply Financial Services with accurate and timely invoice data.

The Settlement & Pricing module calculates the financial value of energy consumption and makes this data available for invoicing and customer insight. Automation is central, minimizing the need for manual corrections.

As metering data, prices, and contracts change, Settlement automatically recalculates financial values. Daily calculations are also pushed to the Customer Portal, allowing End-Customers to monitor consumption and cost before receiving invoices.

Key functions include continuous recalculation on data changes, automated deviation handling, and proactive retrieval of missing data. Most deviations are resolved without human involvement, ensuring smooth financial operations even at large scale.

Statutory Reporting Support

In Norway, UtilityCloud supports Clients in generating aggregated reports for authorities such as Statistics Norway (SSB) and the Norwegian Energy Regulatory Authority (RME).

Financial Services

UtilityCloud's Financial Services module is a fully automated invoicing engine designed specifically for energy retail's complexity and transaction volumes. Unlike legacy billing platforms, Financial Services enables rapid product launches, fully automated invoicing, and proactive financial control.

Automated Billing

Invoicing cycles are triggered by business events or predefined schedules. Billable items such as usage, fees, and third-party charges are processed automatically.

Event-Driven and Scalable

Large-scale billing runs continuously without downtime. Accounts receivable processes are also automated, reducing clients back-office workload.

Full Traceability

Clients have full visibility into the invoicing pipeline through live dashboards and rule-based deviation detection. Billing processes can be dynamically adjusted to optimize operations.

Adaptability

Financial Services supports invoicing of new business areas without the need for additional platform development. Clients can freely select partners for payment, distribution, and debt collection through UtilityCloud's open integration model.

Secure Operations

Built-in error handling, deviation reporting, continuous monitoring, and automated correction mechanisms ensure robust financial operations with minimal risk of manual failure.

Summary

UtilityCloud delivers a fully integrated SaaS platform for energy retailers, combining automation, regulatory compliance, and market scalability into one solution. Its modular architecture allows Clients to focus on growth and customer value, not on technical complexity or costly customization.