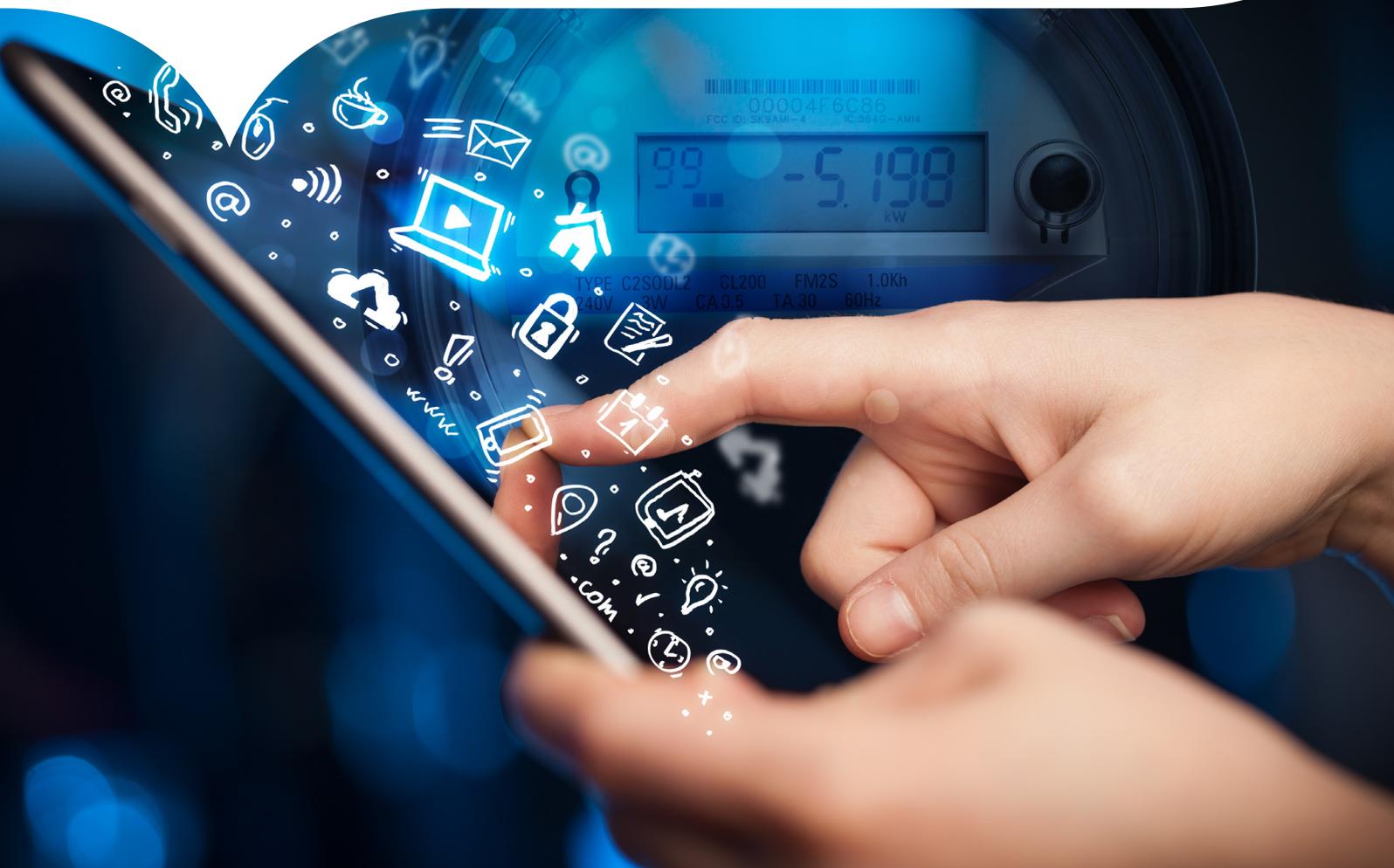


The changing face of Utilities – The Mobile Transformation





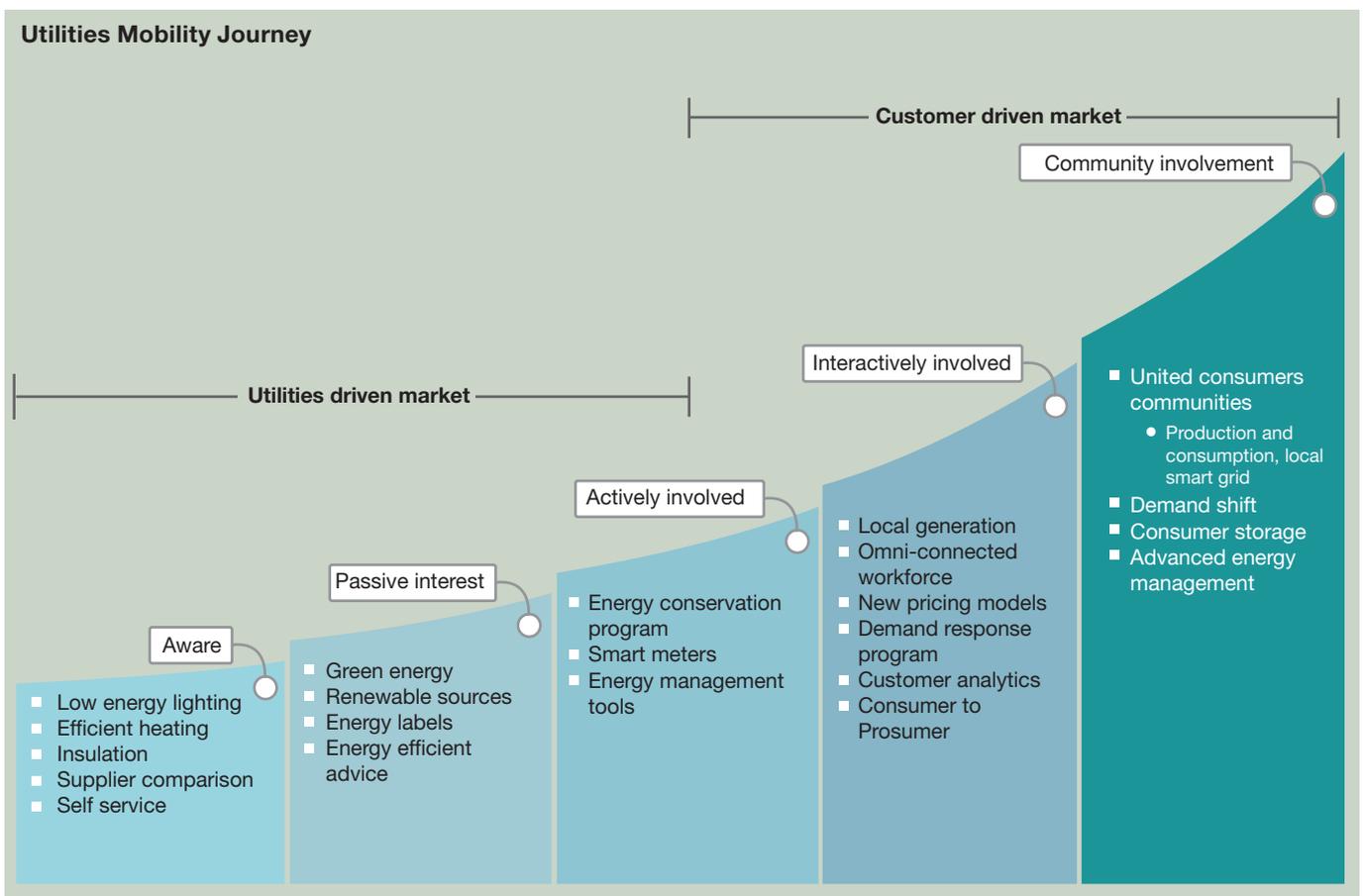
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With the shift in focus from a Utilities-driven market to a customer-driven market, mobile computing, social, analytics, and cloud have become imperative tools to meet changing consumer and business preferences.

The tectonic plates of the Utility sector are shifting. Consumerization and change in regulations have impacted technologies, leading to a sea of changes across several industries, forcing companies to be available where their consumers are. Utility companies striving to lead their respective markets are rapidly learning that Digital Transformation is crucial to their business success.

The emergence of new digital technologies, such as smart metering and smart home, and the increased reach of mobile connectivity are playing a major role in transforming the manner in which Utilities interact with their customers. This revolution is being led by a new generation of customers—people who begin their day with a smartphone in their hands. In order to face the challenging market and regulatory environments and the changing customer preferences and behavior, Utilities need to rethink their customer strategy, transform their business models, redesign and streamline their business processes, and build a more flexible, agile, and integrated application infrastructure.

Customers and employees are embracing mobile devices and services in a big way. Mobility is emerging as a catalyst for the change from being an energy driven business to being a consumer-centric one. Mobility not only offers new opportunities to improve customer knowledge, drive sales, and personalizes customer experience but also helps improve internal operations and enhance employee productivity. The use of Mobility can also open up new avenues for changing models and help create more efficient operating models for companies. Mobility is not just another technology—it has the potential to change the foundation of business.



The mobile revolution also present challenges around:

- IT Integration: Integrating organization-wide Mobility with other technology initiatives such as social tools, cloud computing, and business intelligence(BI)/analytics
- Device Management: The pace of new technology development which spans across multiple mobile devices, applications, and platforms
- Data Security: Access to information on mobile devices used by employees and customers makes a company vulnerable to data security thefts
- Return on investment: Mobile adoption requires a lot of infrastructure investment in terms of hardware and software. Cost estimates around support for a growing portfolio of mobile technologies remains unclear

To address these challenges, it is imperative for **companies to follow a structured approach and include smart technologies and capitalize upon**

- Advanced energy management
- Smart meters
- Local generation
- Omni-connected workforce
- Innovative pricing models
- Demand response program
- Customer analytics
- Transition from consumers to prosumers

The need for Mobility

To succeed in this digital age, Utilities cannot afford to ignore the growing preferences of customers and employees for Mobility. This new communication strategy enables customers to have a multichannel/omnichannel experience with improved satisfaction. Furthermore, it enables Utilities to manage the workforce, equipments, and tools, run field operations efficiently, maintain service levels and equipment reliability, ensure regulatory compliance, and adhere to health and safety.

Mobility is a very broad initiative that can produce sweeping behavioral and cultural transformations across the corporate ecosystem



Mobility empowers Utilities to overcome major business challenges:

Managing mobile workforce	Enhance customer experience	Smart networks	Smart metering	Managing legacy infrastructure
 <p>Achieve optimal labor deployment with scheduling and dispatch tools</p>  <p>Reduce overhead and admin costs</p>	 <p>Enhance quality of complaint and issues resolution</p>  <p>Improve frequency and quality of communication</p>  <p>View outage information, pay bills</p>	 <p>Manage/maintain tools, spare parts and inventory on the go</p>  <p>Access to data employees need to make decisions in the field</p>	 <p>Offer a range of customized energy management services by customer segment</p>  <p>Real-time insights on energy usage and personalized advice on reducing consumption</p>	 <p>Eliminate paperwork and gain up to 40-60 minutes of work time per tech per day</p>  <p>Eliminate data entry back-logs, handwriting guesswork and lost or duplicated orders</p>

Managing mobile workforce

Key implementation areas: Search for parts, access interactive repair procedures, automatic maintenance scheduling based on location and availability

Mobility enables utility enterprises to schedule, dispatch, and allocate tasks from remote locations, thereby optimizing the maintenance processes. It ensures that the workforce is service-ready and compliant with the arrival and completion of the work orders, thereby enhancing customer experience. By reducing the manual work, Mobility helps eliminate the associated errors, redundancy, and manpower. Mobile workforce management enables better resource allocation, thereby saving costs, and improves day to day execution excellence.

Enhanced customer experience

Key implementation areas: Integrate workflow and customer issues to provide real-time updates, scan credit cards, capture customer signature, and help customers view service details and outage information, update profile and account information, access and pay bills, and report problems

Mobile helps companies to constantly keep in touch with the pulse of the issue-resolution process, through real-time updates on issues. Mobile queue-busting systems that allow mobile payment facilitate the processing of more customer transactions. Mobile systems have enabled firms to provide an enhanced overall customer experience by making available the required information and services to suit customers' convenience.

Smart networks

Key implementation areas: Integrate processes into a single mobile platform to manage line, substation inspections and maintenance, work scheduling, outage, inventory, and equipment installation

The presence of a single integrated platform brings in more control to workflow, scheduling, and information; this means that employees can access all relevant information privileged to them, on-the-go. Furthermore, smart networks allow

employees to check location-specific inventory details, maintenance details, service details, and employee specific details—all on-the-go.

Smart metering

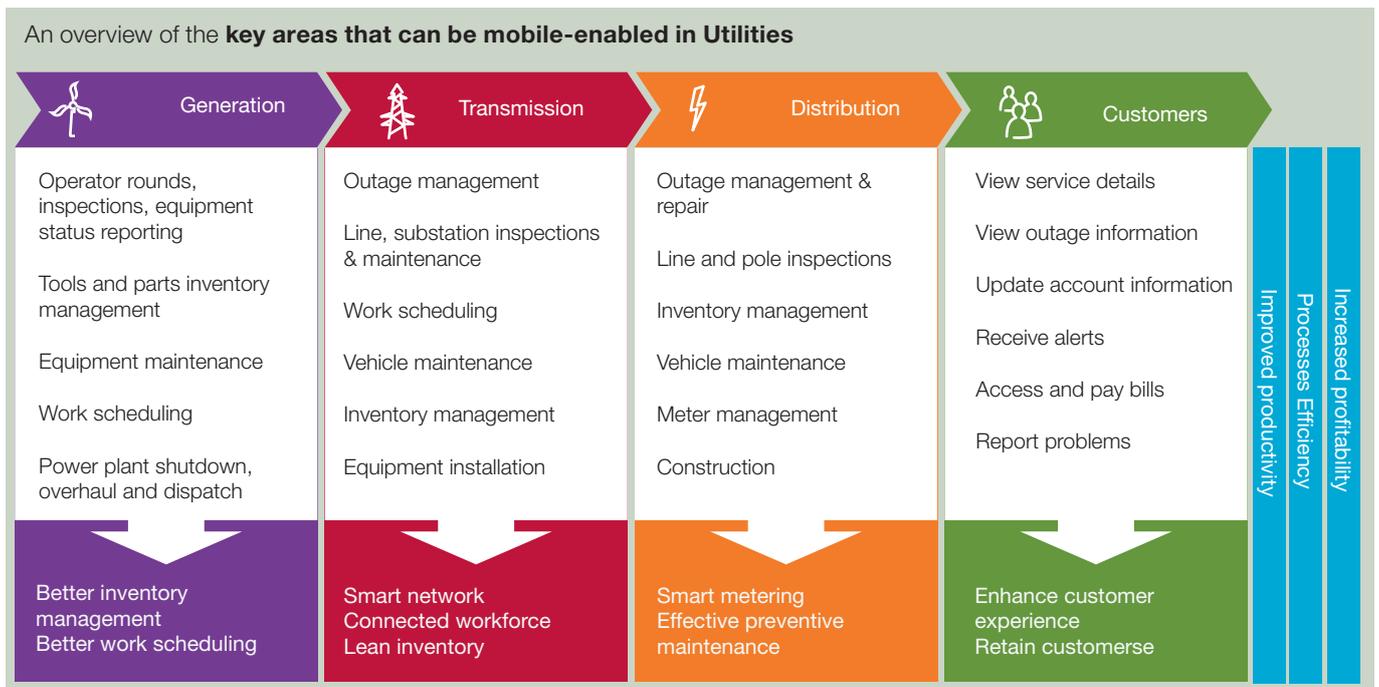
Key implementation areas: Apps for customers for live tracking of tariffs, usage, and energy management; analytical dashboard for key executives, for marketing and operation-based decisions

Smart metering enables live tracking of the tariffs and helps customers plan energy consumption accordingly. It helps key executives to segment customers and make appropriate decisions on advertising, campaigns, and offerings based on these segmentations.

Managing legacy infrastructure

Key implementation areas: Digitalize maintenance processes to minimize manual labor and associated errors—specific areas could be automated scheduling of maintenance, scheduling of workforce, search for details of past services performed, resolution information accessed from the knowledgebase, access interactive repair procedures, videos for resolution information, scan barcodes on parts used, search for parts and conduct tech-to-tech swap, etc.

The reduced manual intervention helps bring down the errors significantly. Productivity improves due to automated scheduling of the field force based on location or availability. Due to the informed approach and easily available interactive manuals, better maintenance of the legacy infrastructure is made possible. The optimized maintenance process paves the way for better inventory management and upgraded tech-savvy employees.



Nonetheless, Utilities are innovative and active in adopting Mobility as a key tool to empower business, enhance productivity, and improve revenues.

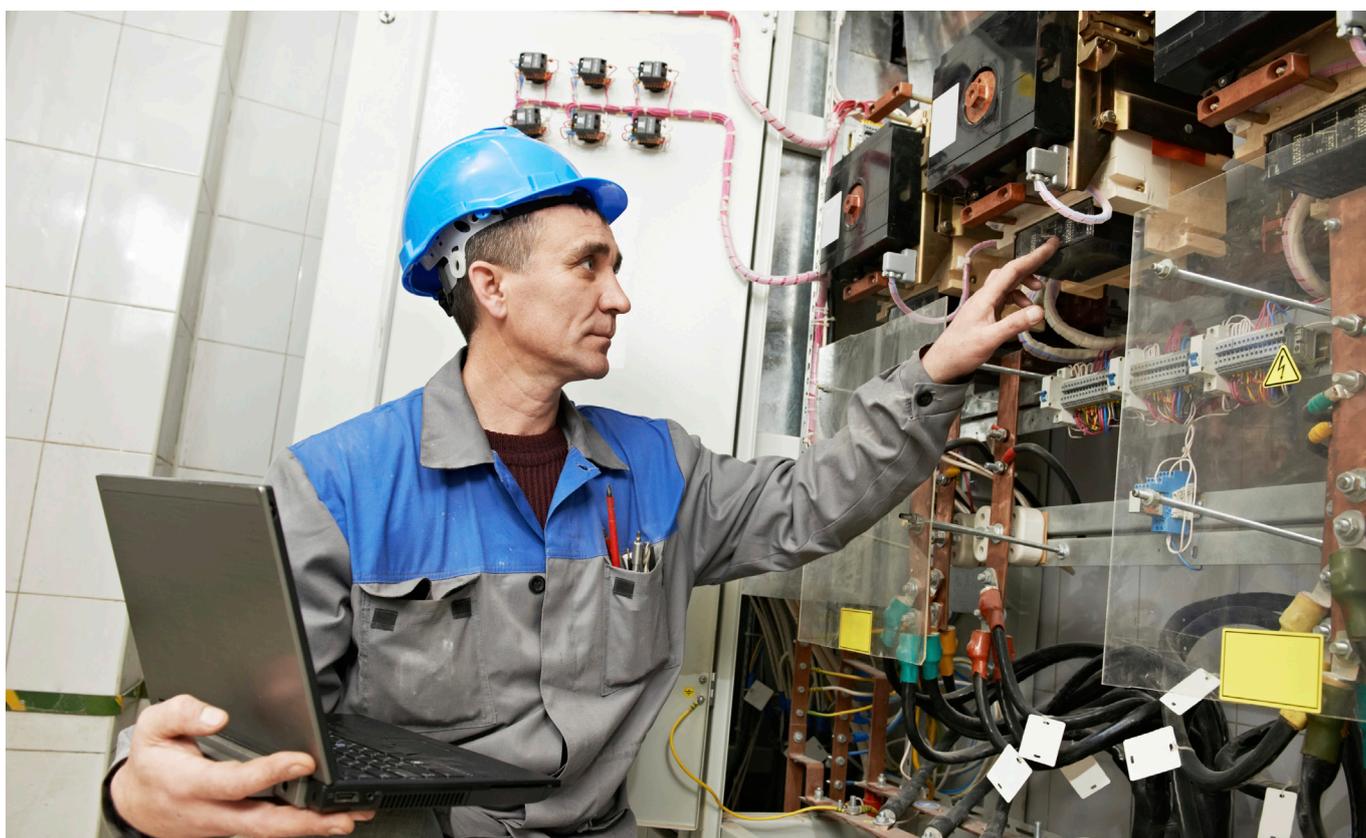
Benefits of Mobility

When you create and execute a well-planned mobile strategy for your enterprise, you can maximize ROI and leverage current enterprise technology, such as Enterprise Resource Planning, Customer Relations Management, etc., and decrease integration requirements and effort. An efficient mobile strategy can reduce end-user training needs, increase customer satisfaction through quicker response times and a personalized experience, and improve productivity and employee efficiency through accelerated responsiveness and accuracy. Moreover, it can improve the quality and availability of information throughout the enterprise.

Mobile solutions allow customers to connect and interact more freely and easily with the enterprise. It allows employees to collaborate with partners, automate data entry, extend the power of business applications, and manage a broad range of transactions—anytime, anywhere.

Top five benefits of deploying Mobility are:

1. Improved customer satisfaction through quicker response times and a personalized experience
2. Improved quality and availability of information enterprise-wide
3. Improved operational efficiency by enabling mobile technologies for field engineers
4. Compliance, and health and safety
5. Enhanced reliability of equipments and process

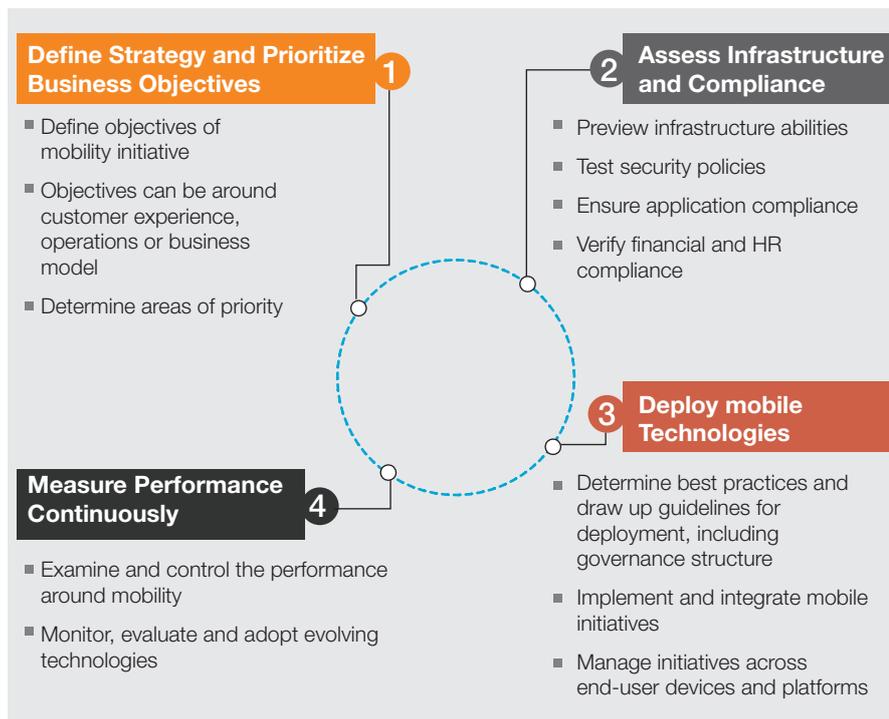


Adopting the “right” enterprise Mobility strategy

To Utilities it is important to be aware of the challenges involved in adopting Mobility at the enterprise levels. Embracing mobile technologies in an unstructured manner creates security and control issues, resulting in inefficient business processes and disorganized IT infrastructure.

Executing a mobile initiative requires an integrated strategy that can meet customer expectations, improve operational efficiency, and enable a new business model. This helps prioritize the Mobility initiatives through collaboration of management, functions, and processes.

Enterprises need to adopt a **structured approach** based on the customer lifecycle, organizational setup, and their existing business model. Below is a structured framework for Mobility adoption in Utilities enterprises:

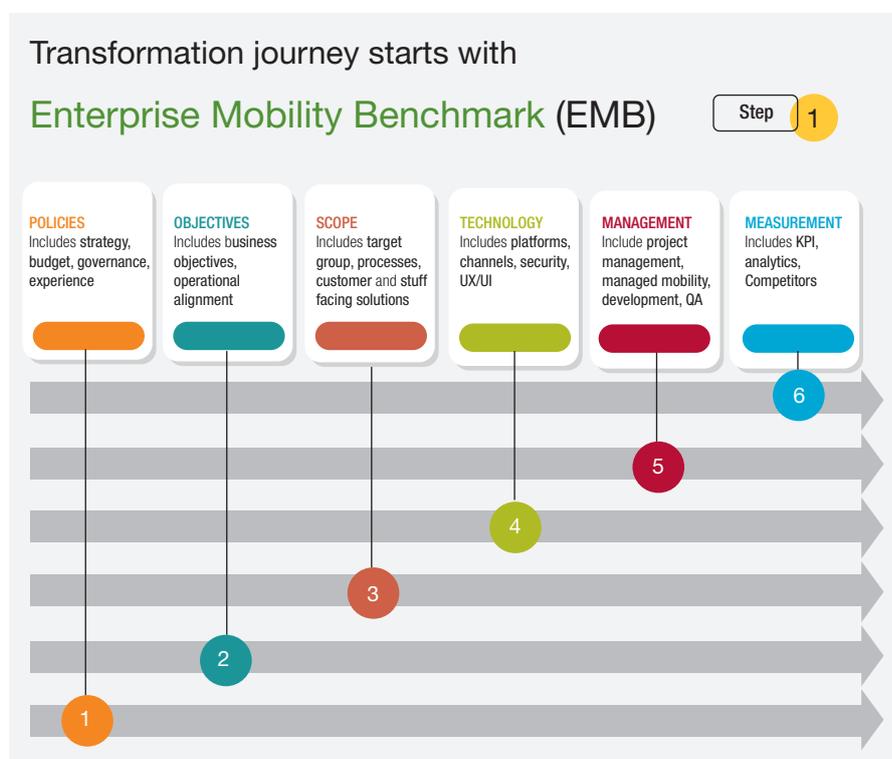


First, organizations should outline their overall Mobility strategy and define clear objectives. These objectives can revolve around customer experience, operational efficiency, or their business model.

Second, it is important to assess infrastructure capabilities. This will involve determining the mobile application strategy—whether the organization wants to go with native or web apps. It also involves defining the right device management solutions.

To envisage seamless transformation, Capgemini adopts a comprehensive and structured approach that comprises a Discover-Define-Deliver process.

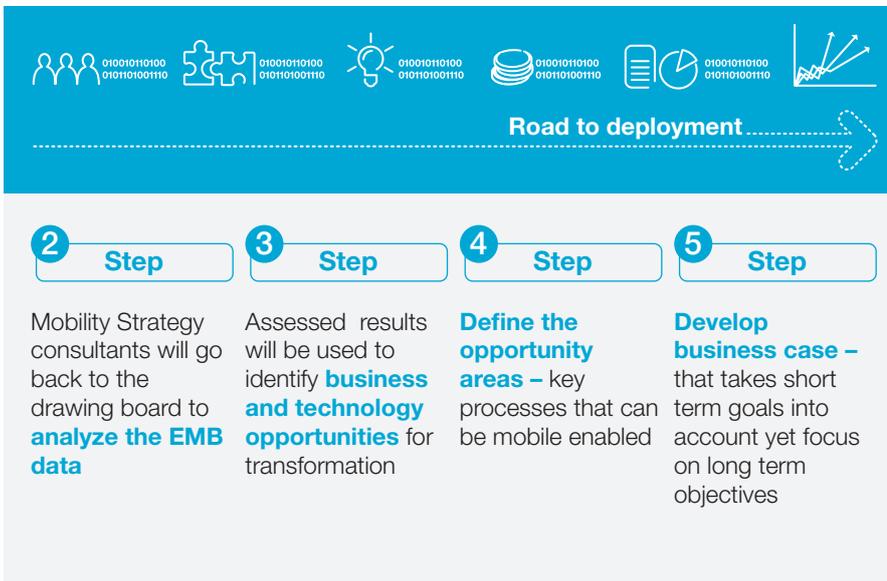
Discover: Enables a profound understanding of the enterprises from the perspective of their ‘as-is’ scenario from technology and business standpoints, ‘to-be’ business and technology status, and mobile readiness. It helps gain deep insights on the processes that are and can be mobile-enabled and derive a base to define the strategies.



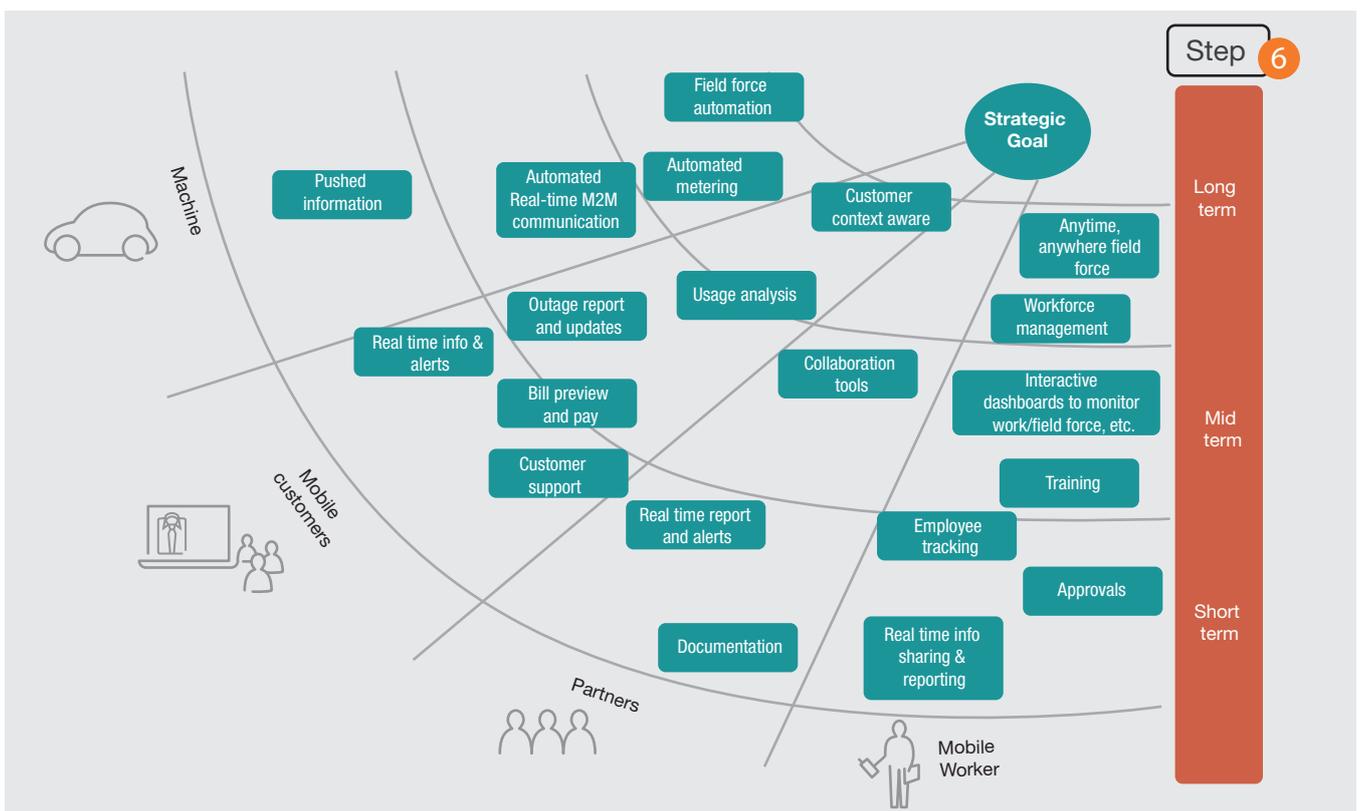
EMB tool uses a series of questions to evaluate an organization’s enterprise Mobility status and helps determine what it needs to do next. It benchmarks organizations against their industry, shows the areas that need work, gives a score that can be steadily improved and even begins the process of building a roadmap.

Enterprise Mobility benchmark (EMB) tool enables end-to-end analysis by considering both business and technology aspects for assessing opportunities.

Define: At this phase, processes that can be mobile-enabled and mobile devices and strategies specific to user personas are defined.



Deliver: The final phase comprises the delivery of findings and recommendations discovered and defined for the enterprise for its successful mobile journey. These include best practices on various technologies that an enterprise should follow, budgets required, return on investment expected, KPIs the enterprise should look at, vendors if required, a roadmap for the enterprise, which will showcase the activities it has to undertake to reach its 'to-be' state from its present 'as-is' state.



Conclusion

Utility companies are quickly adopting mobile technology to help drive efficiencies in generation, transmission, and distribution of electricity. Whether a company owns several steps of this process or concentrates on a single area, mobile solutions can help shorten core process times and facilitate the flow of information throughout the enterprise. Utilities seeking to deploy Mobility across their enterprise must understand that there is nothing like a 'one-size-fits-all' strategy for Mobility adoption. The overall approach will depend on multiple factors such as nature of the business, IT maturity levels, and budgets. Enterprises need to ensure that they adopt a strategic approach and an implementation roadmap that will enable them to realize the full potential of Mobility.

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