

enercity
positive energie



How **enercity**, a traditional German utility provider, regained the agility of a start-up.



triPica.

About **enercity**

As a traditional German utility 'Stadtwerke', enercity AG, has been faithfully delivering, in 2016, **power, gas and water** to 700,000 residents in the Hannover region. Established in 1970, during the inception of the UNIX Epoch time, enercity was far from embracing digital nativity.

Fast-forward 2023, enercity is an important **national utility provider in Germany**, supplying one million people with electricity, heating, natural gas, and drinking water, all managed on a **modern SaaS utility platform provided by triPica**. Also, enercity offers non-commodity sustainable products and energy-related services as it supports customers on their journey to energy transition, relying on triPica innovative platform to power up their transformation for today and for the future.

Revenue	Employees	Headquartered in	# of people supplied
5B€	3000	Hannover	1M

Context - market context, the challenge or problem:

The European electricity market underwent a substantial transformation, transitioning from a monopoly-driven structure to a more structurally unbundled one. The advent of **smart metering** and smart grid initiatives caused another significant transformation within the utilities industry, creating a shift in energy generation, delivery, and consumption. This compelled many utilities to reevaluate their business models. Although the adoption of smart meters was slower in the German market, **enercity** recognised early the opportunity to position at the forefront of this transition.

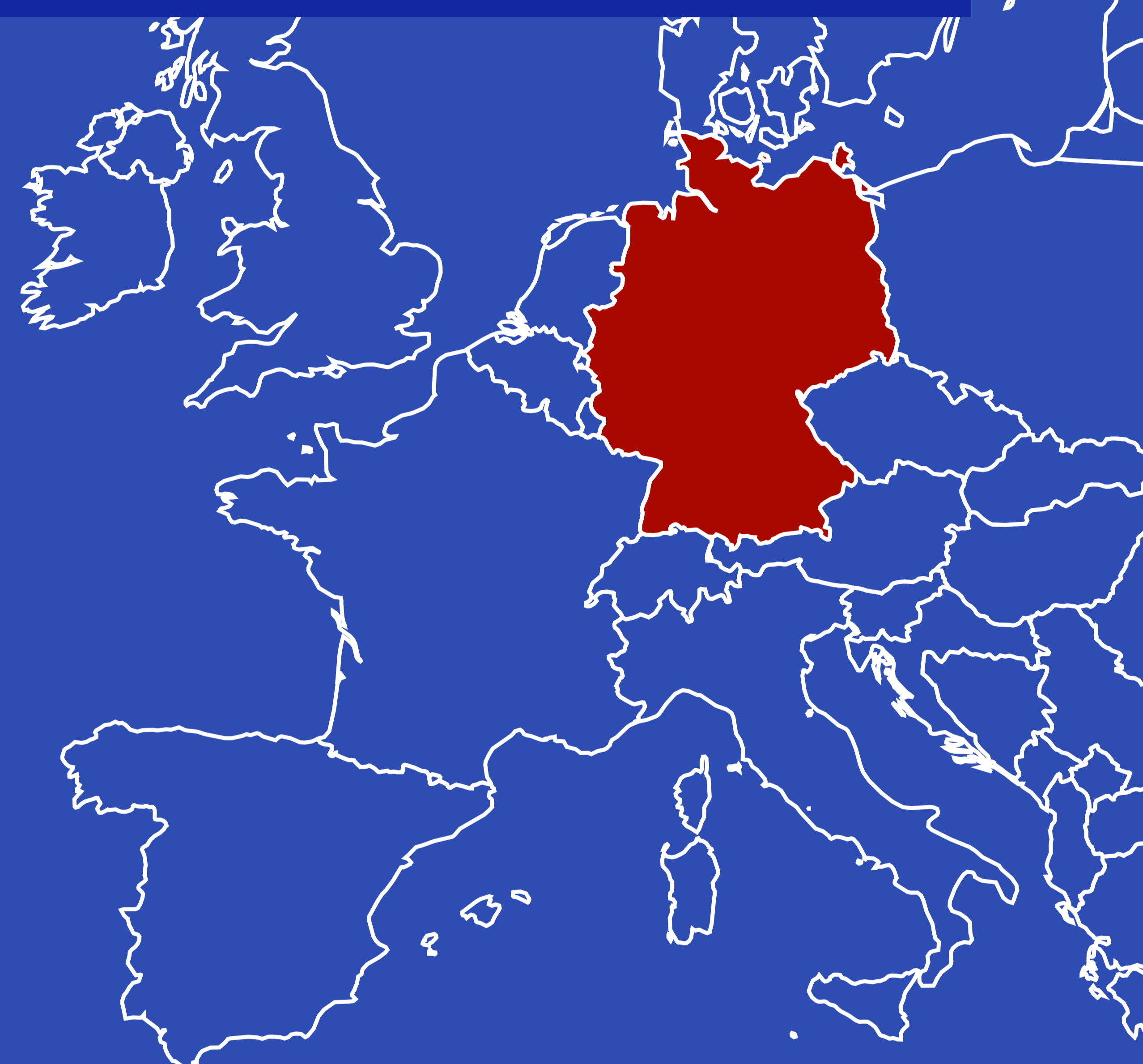
Objectives

In 2016, **enercity chose the innovation path** adapting their business model to the changing market landscape.

Three business objectives had to be met:

- Revamp their business model and corporate culture to **remain agile** in the face of evolving market trends.
- Transition from a regional energy provider to a **significant national player**.
- **Diversify their portfolio** capitalising on the innovative prospects within the utility sector.

However, enercity faced a substantial challenge due to their heavy reliance on SAP for billing and customer relationship management. **SAP ISU**, a legacy IT solution widely used in the utility sector, posed the dual challenge: significant maintenance costs and severe uncertainties regarding the timeline and expenses associated to an ISU end of life and a major SAP technical migration project.



Why triPica?

In pursuit of sustainable growth, enercity embarked on a transformation journey looking to **upgrade their SAP ISU with a modern digital solution** that assures long-term innovation.

The primary goal for enercity was **to achieve their transformation swiftly and cost-effectively**, a challenge they felt SAP couldn't meet.

Furthermore, all their experiences with SAP and other market solutions revealed a significant drawback: **they constrained them** within predefined processes, limiting their ability to adapt to new market trends easily.



Determined not to be bound by inherited processes, enercity searched for a technology partner who could offer **flexibility, innovation and openness**.

This is where **triPica, a SaaS cloud native solution**, entered the picture as a unique solution on the market, with a digital transformation know-how from the telco industry, which was already in the midst of disruptions. A product-native solution, built on open APIs and aligned with the telco industry TMForum's data model and principles, triPica stood out among other market solutions. Following extensive evaluations, enercity chose triPica as their solution to **drive their transformation and innovation** efforts.

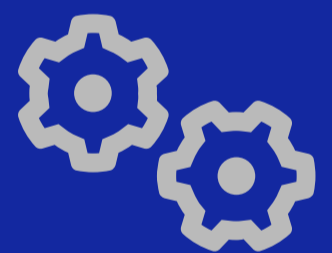




Path to launch

The project unfolded in three phases, commencing with the launch of a full digital Minimum Viable Product (MVP) and migrating a smaller subset of their customer's base. This was succeeded by transitioning half of their customers, ultimately culminating in the migration of the entire clientele for energy, gas and water. The success of this implementation hinged on the **remarkable agility of the product**, allowing enercity to execute the project seamlessly without disrupting its ongoing operations.

Several key aspects deserve highlighting:



MVP Agile Approach:

The project team adopted an agile approach, employing the concept of a Minimum Viable Product (MVP) and engaging in rapid iterations. triPica and enercity teams minimised the layers between marketing and developers to maintain tighter control over the quality of deliverables.



Lean Transformation:

enercity broke free from the constraints of "the SAP way" of working, entailing an internal effort to streamline processes and redefine their offers. An internal enercity "start-up" team was established, fostering cultural transformation and prompting a reevaluation of business processes.



Testing Precision:

The migration incorporated rigorous testing and retesting cycles with the target audience, initiated at an early stage. They included visual comparisons between the legacy system and triPica as soon as data could be loaded. This process continued through full-process testing and migration rehearsals.

Within a year, enercity began reaping the rewards of their modern billing and Customer Relationship Management (CRM) platform. The harnessed their new platform enabled market advantages ahead of their competitors, all while seamlessly progressing through the phased approach, with no disruption to their legacy customers' experience.

Results

After upgrading to triPica, enercity expanded its services from Hannover to Berlin and then nationwide. Presently, **enercity successfully competes at the national level**, serving roughly one million people with electricity, heating, natural gas, drinking water, and non-commodity offerings like solar panels and charging stations.

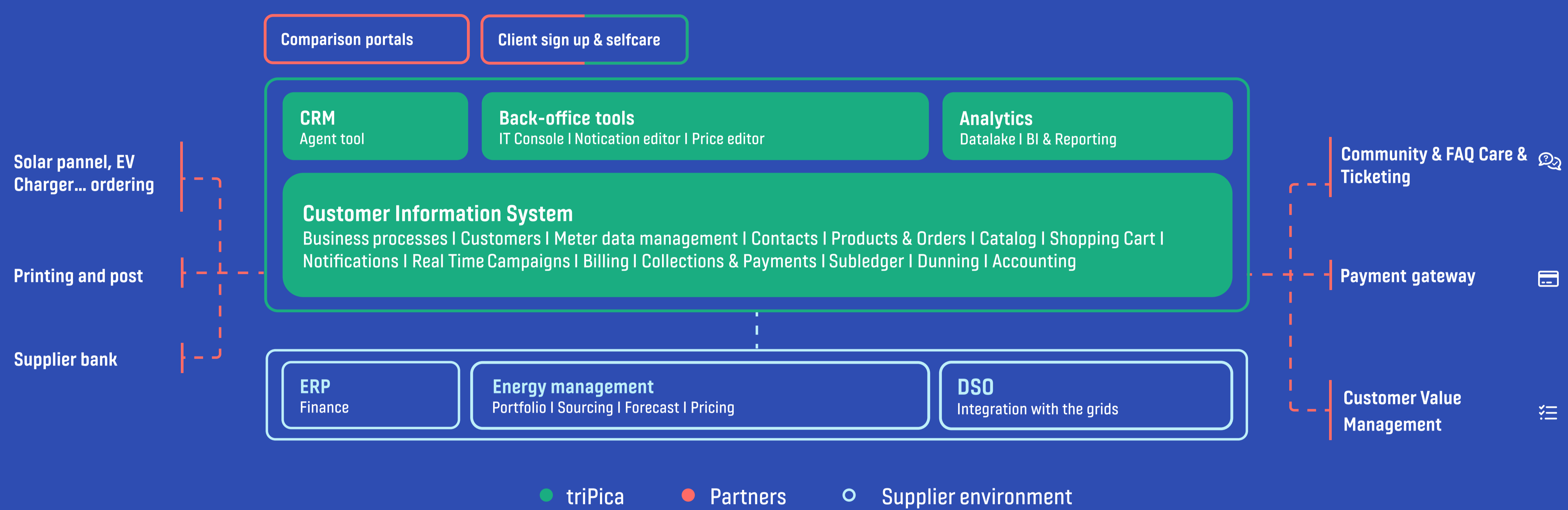
Some key performance indicators (KPIs)* stood out following outcomes post-project launch:



*all the figures are provided by enercity

Notably, enercity initial "innovation start-up" mindset allowed for ongoing cultural transformation and discovery of new business model opportunities. Today, enercity relies on a **future-proof solution**, enabling them to capitalise on emerging market trends faster than their competitors.

Seamless Integration into supplier's IT Landscape



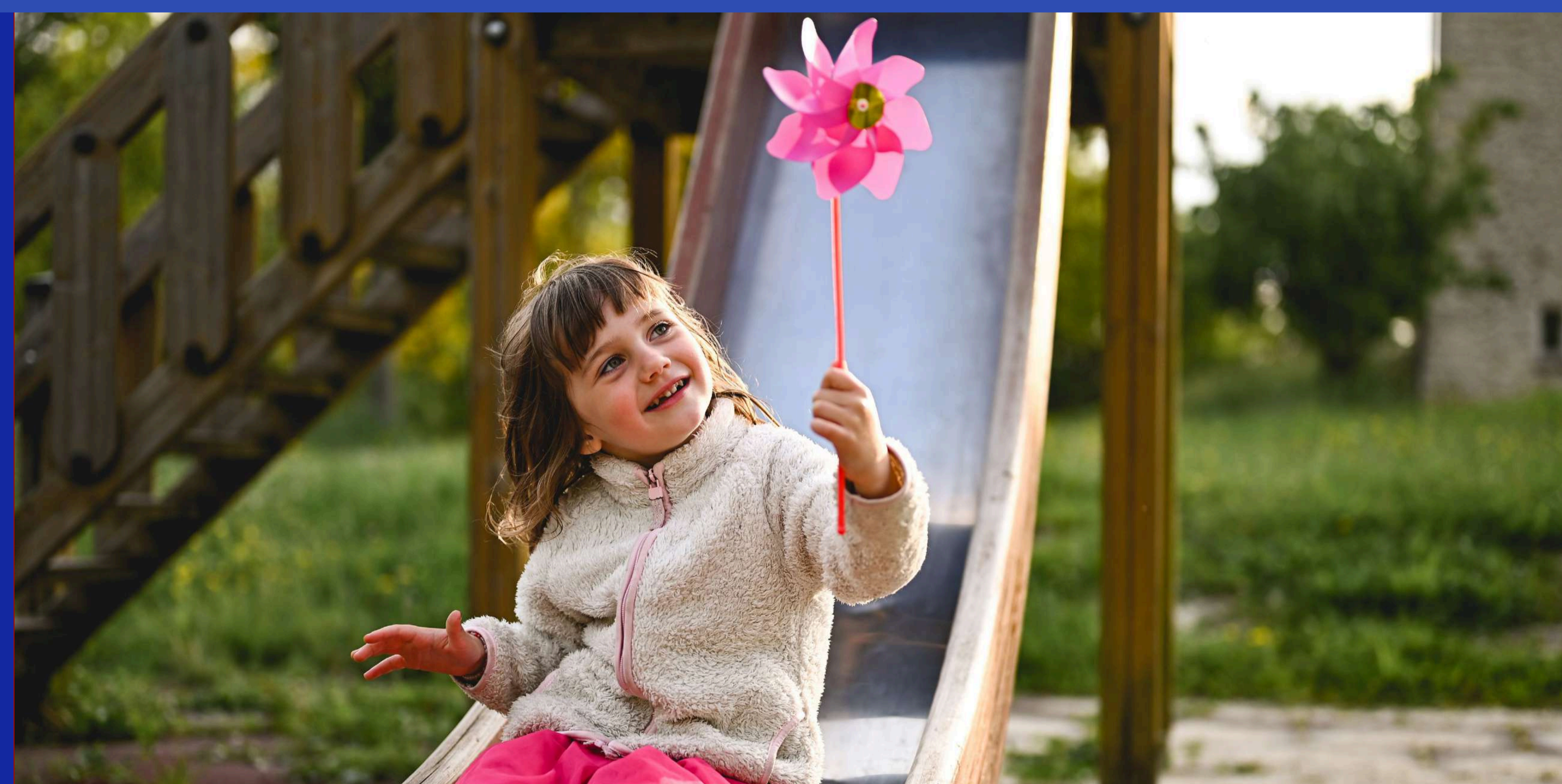
Testimonials – customer quotes and closing remarks

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“During the last 3 years enercity has been working with triPica to build a completely new digital sales platform. triPica is renowned for quality of their products, **a high technical competence** and **a distinctive customer orientation**. The triPica platform proved to be practical, stable and reliable every single day. Today, enercity is **one of the market leaders** in the German energy retail business. With the help of triPica, enercity attained the goal to have the most comfortable digital sales capabilities in comparison with the competition.”



Mandy Schwerendt
Chief Sales Officer at enercity AG



Conclusion – summary and future plans

With sustainable products and intelligent energy-related services, enercity continues to engage their customers on the journey to carbon neutrality and greater achievement, to actively shape the energy transition.

triPica.

AGILE PLATFORM FOR INNOVATIVE UTILITIES

We give
established
utility providers
the agility of a
start-up again.

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