



How a major **French energy retailer** became a true partner to their clients while reducing operational costs



Context

A SaaS energy ERP platform provider exited the energy sector, prompting its clients to urgently **seek new, innovative IT solutions**. Among these, Yenka, a significant B2B energy retailer, whose customer base formerly belonged to Green Yellow, part of the Casino Group, faced the **challenge of updating its outdated system within a very limited time frame**.

The transition was going to be complex: Yenka managed only a portion of its customer data on the retiring SaaS system. The rest of its data was maintained on a separate UMAX platform from Itineris, which had its own unique billing rules and independent IT support. The commercial teams juggled both systems for billing, customer service, and reporting.

The phase-out of one IT system revealed critical risks:

- **Inability to invoice sizeable number of customers.**
- deterioration in customer service quality
- **reduced productivity** for commercial and service teams
- **escalating costs** due to high invoice processing fees and IT cost

The situation became more complex; **while the French retailer was scoping a project to replace the legacy system, the SaaS provider fast-tracked its shutdown**, bringing more time urgency.

Suddenly, **an immediate solution was needed that could be flexible enough to replace not one, but eventually both legacy platforms**.

Still, without compromise, the new solution had to be robust, capable of handling a variety of business operations and complex data migration without sacrificing future-readiness or simplicity, essential for reducing long-term IT complexity and costs.

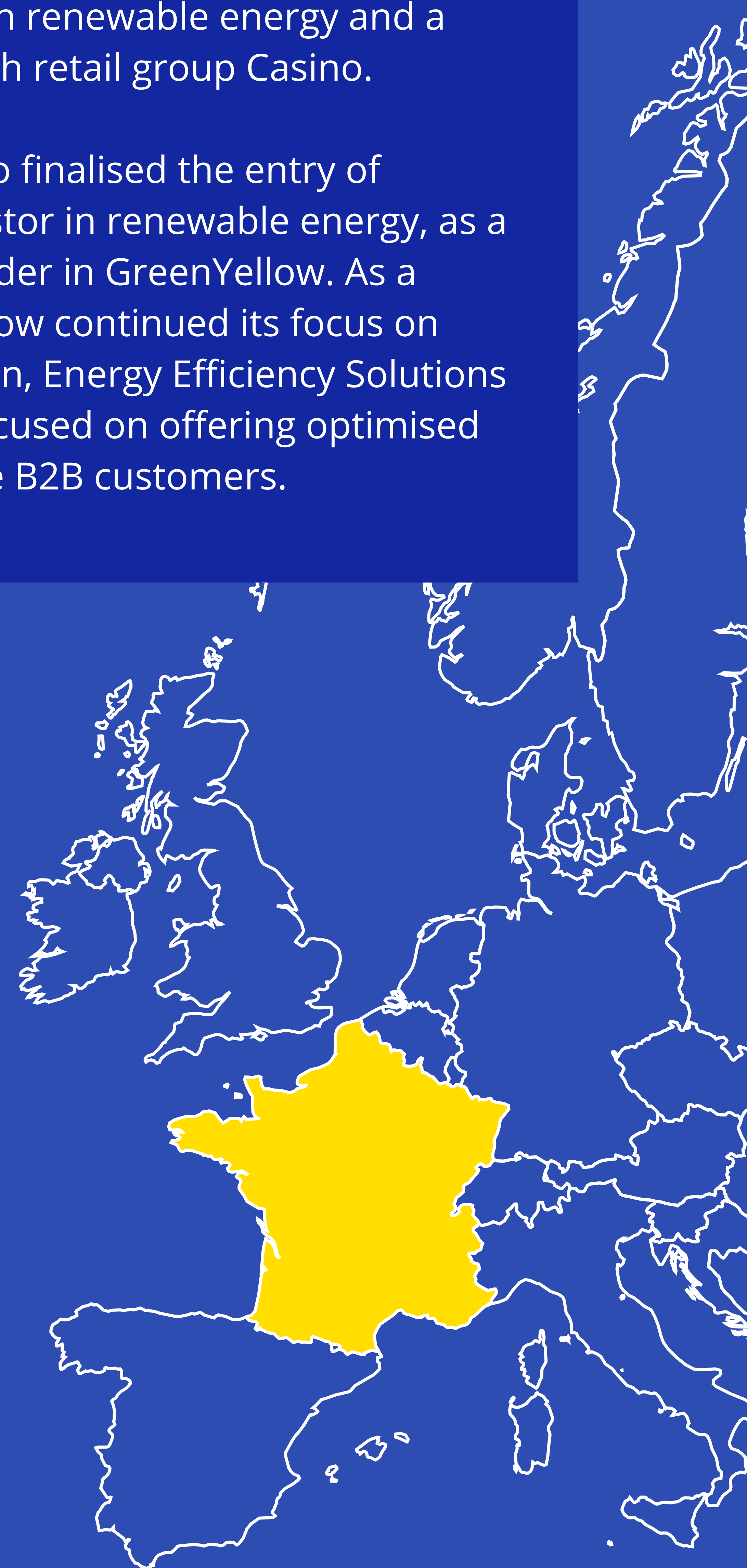
Objectives

With the clock ticking, the French retailer embarked on a digital transformation journey, consolidating two distinct energy ERP legacy systems, CSN Energy and UMAX by Itineris, into **a single integrated SaaS solution**. This ambitious project was **not just a system upgrade; it was a pivotal shift towards a future-proof infrastructure**.

About Yenka

Yenka is a French energy retailer providing energy solutions to its B2B customers including C2-small businesses, C4-medium-sized enterprises, and C5-larger industrial customers, classified by the related electricity tariffs. The majority of its customer base comes after a restructuring of Green Yellow, a company specialising in renewable energy and a subsidiary of the French retail group Casino.

In October 2022 Casino finalised the entry of Ardian, a pioneer investor in renewable energy, as a new majority shareholder in GreenYellow. As a result, while GreenYellow continued its focus on Solar Energy Production, Energy Efficiency Solutions and Services, Yenka focused on offering optimised energy solutions to the B2B customers.



Central to this transition was the **meticulous migration of existing customer data** from both legacy systems into the new integrated solution. The goal was to **create a seamless transition that was invisible to the end-user**, enhancing their interaction with the retailer without a hint of the complex changes happening behind the scenes.

The retailer placed a high premium on the end result: the new system had to **elevate the visibility of customer data and enrich the quality of reporting**. The solution was crafted to bring clarity and precision, enabling better decision-making and personalised customer engagement.

The result expected was not just a successful integration of systems but the birth of a streamlined IT landscape that married efficiency with cost-effectiveness. This wasn't just about doing more with less; it was about **setting a new standard for operational excellence**.



Why triPica?

The retailer sought not just a solution, but a **technology partner** that could bring **expertise and clarity** to the challenge and **deliver innovation, and futureproofing** with a sense of urgency.

It was also imperative that the selected solution vendor can apply seamless workarounds for the end customer while the solution replacement is being built, especially if it was going to go through multi-phased approach until the final solution is completed.

triPica, a cloud-based billing and CRM solution provider for utility and energy sectors, brought to the project not only its proven technical domain, but also its team's experience and innermost familiarity with the specific needs of Utility and Energy industry retailers.

However, triPica, distinguished on the market not only by its **technological prowess** but also by its **adaptable approach**.

Working through the integration complexity, **triPica proposed a plan for a seamless transition** for customers even as they orchestrated the multi-staged evolution of the retailer's infrastructure. As the project took shape the partnership developed, with triPica acting as an extension of the retailer's vision and ambition.

Path to launch

In a race against time, triPica, brought to the table an approach that **balanced the urgency** of timelines **with** the imperative of maintaining **service quality**.

The retailer and triPica together embarked on a mission to **seamlessly transition customers onto a new platform without disrupting the vital flows** of billing and support.

A lean, dedicated team was assembled for this high-stakes mission that included the retailer's commercial director and client service manager who joined forces with triPica's utilities project manager and technical experts.



Opting out of involving their internal IT team in the project coordination, the retailer found value in **triPica's deep energy sector expertise**, enabling an **effective communication** flow that would become the foundation of their success.

Divided into **two strategic phases**, the project first prioritised the development of triPica's **new cloud billing and CRM instance and the migration of data** from the soon-to-be-retired SaaS system. This initial victory mitigated the risk of billing interruptions, allowing the team to then pivot towards sculpting the long-term solution with insights gained from phase one. The subsequent phase saw the retirement of UMAX, with **the remaining customer data carefully transferred** to its new digital home.

Throughout both phases triPica applied **strong project methodology rigor**, calculating in the need to adopt to the retailer's evolving business scenarios. Even though the initial solution was developed fast, the functional preparation of the data for the migration to triPica took longer than planned.

To mitigate this, a regimen of frequent, focused follow-ups was put in place, driving clear actions and timelines. This ensured that the project was kept on track and the critical timelines were still met.

To safeguard service continuity and validate data accuracy throughout the multiple phases of the project, the legacy systems were maintained alongside the new solution setup. This mitigated any risk to the continuous service to the customers and drove confidence in the overall project planning and delivery.

The narrative of this project is marked by several pivotal chapters:



From 2 legacies to 1 modern platform

triPica brought unity and standardization in the contractual and billing formats and merged two distinct billing and CRM processes into a single platform.



Best-in-class CRM application

triPica's and the retailer's commercial and service teams co-authored an optimal CRM interface that provided complete transparency of customer data, enhancing the precision and efficiency of B2B service delivery.



Quality reporting

The collaboration forged new standard in reporting, yielding streamlined and optimised reports, that offered clear, actionable insights while still catering to specific analytical needs, providing unprecedented customer insights.



Data migration

The data migration from two legacy systems to triPica included migration of customers profiles, companies' hierarchies, contracts, billing, pricing, tax, delivery point data, etc. It involved data standardisation, honouring the nuances of business-critical customer segmentations.

The initial build and **migration from the SaaS system took six months**, after which the retailer began utilising triPica for a segment of its customer base. The full transfer and data migration was accomplished three months later.



Results

The project resulted in a **successful migration from two different legacy systems** with different invoicing rules and separate IT support to a single cloud solution improving invoicing quality and optimising productivity.

The project's success was marked by **significant milestones, each a testament to the precision and dedication of the team involved:**



Launch in 6 months delivering the first phase of the project, ensuring the uninterrupted customers invoicing, thereby safeguarding a critical revenue stream.



Customer service continuity remained impeccable, undisturbed by the process and systems transformation unfolding behind the scenes.



Improved customer data visibility due to simplified, standardized interfaces, thereby accelerating response times and decision-making.



Productivity surged within the customer support and billing operations, streamlined through the reduction of complex touchpoints and the adoption of leaner, more efficient processes.



Seamless continuous evolution and upgrade of the platform continued, ensuring a continuous modernization and adherence to the highest standards of IT security and compliance.



100% data migrated from two legacy systems into a singular, robust platform, enhancing data integrity and billing accuracy.



Invoicing accuracy was not merely maintained but significantly improved, aligning with stringent compliance requirements, and elevating the standard of operational excellence.



Action infused analytics thanks to introduction of flexible, tailored reporting that closely aligned with the unique business needs.



Dissolved operational bottleneck, once presented by the company's dedicated IT resources, transferring the system management to triPica, which resulted in reduced maintenance costs, while gaining access to cutting-edge utility IT expertise.



Peace of mind for the French retailer with the assurance of a fully optimized IT function that allowed them to pivot their focus towards strategic business initiatives and value creation.

The project culminated in a transformation where triPica not only liberated the retailer from the challenges of the legacy systems but also **empowered their commercial teams**.

Now they could engage with customer needs more directly, responsively, and autonomously, enjoying a new era of **business agility and customer centricity**.



Testimonials – customer quotes

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“Congratulations to triPica team for supporting us in building a fully optimised energy supplier. Thanks to triPica "Meter-to-Cash" platform, Yenka revolutionised its operations, leaning on efficient business model with minimal cost to serve. Our future in developing and operating energy projects shines bright, supported by triPica cutting-edge technology.”

Olivier Conte

Yenka Director B2B

“

“I enjoyed working with triPica on the topic of ERP. This project was a breath of fresh air and a huge success since it was concrete, moving along nicely, had a decent product, and had good teams. triPica handled this assignment with intelligence and expertise....”

Operations & Customer Relations Manager

triPica.

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