

The Energy Market Data Hub

Insight Solutions



ElectraLink

About the EMDH

ElectraLink is transforming the way it delivers its products, services and solutions to the energy and utilities market.

For over 20 years, ElectraLink has supported the evolution of the UK energy market with consistent and reliable delivery of the Data Transfer Service (DTS). From its inception in 1998, the DTS has underpinned competition and growth in the market through flexible, secure and trusted data transfer.

However, this is only one aspect of what ElectraLink has been doing in this time. In 2012, ElectraLink was granted special permissions to access the data that is transferred across the DTS. With appropriate governance in place, we are able to make use of this unique position to monitor and identify trends in the energy market, providing a level of transparency and insight into the challenges and opportunities faced by the industry.

This allows us to support industry to develop solutions, facilitate innovation and reduce costs to consumers.

The Energy Market Data Hub (EMDH) is a brand new, smart, innovation platform that brings together all of the products, services and solutions we offer. It will also offer the opportunity for innovators to develop their own products and services for the benefit of the utilities industry.

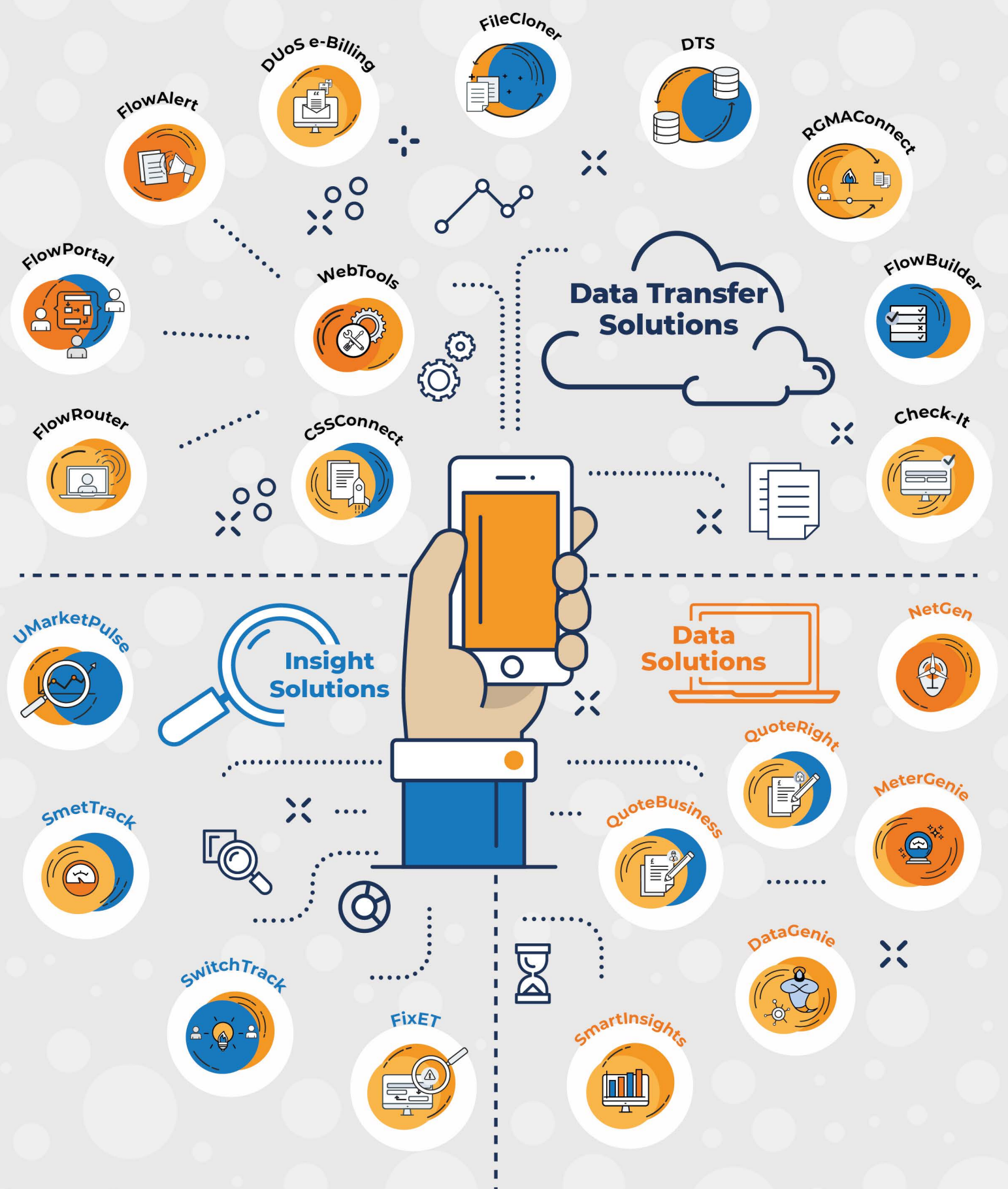
Our products are divided into three categories: Data Transfer Solutions, Data Solutions and Insight Solutions.

Our Data Transfer Solutions include the DTS and a number of additional solutions that support the flow of information across the energy industry. The DTS will continue as it has before, offering the same excellent level of service and value for money, but with increased capacity and capability.

Our Data Solutions are problem-solving tools that address a wide range of data issues that the industry faces today, whereas our Insight Solutions offer analysis and insight that support the evolution of the energy industry and your business.

We already have a wide range of products and solutions that allow you to tap into a wide range of market intelligence and services to benefit your business and we will continue to grow this catalogue on a regular basis.

The EMDH solutions map





SmetTrack

What is it?

The only household level smart meter tracking service with full visibility of all electricity meter exchanges across SMETS1, SMETS2 or non SMETS across Great Britain.

How will it benefit you?

- Benchmark your performance against your competitors and industry targets
- Assess your performance against wider industry trends
- Perform installation analysis against different geographies and demographics
- Provide your exec teams with a detailed understanding of your smart roll-out performance
- Market your performance against others



UMarketPulse

What is it?

UMarketPulse accurately tracks your performance within industry processes, allowing you to improve your performance while benchmarking yourself against competitors.

How will it benefit you?

- Identify and rectify inefficiencies
- Accurately understand customer journey performance
- Remove bottlenecks and blind spots from process delivery
- Simplify data collection for continuous improvement
- Deliver reduction in cost to serve
- Market your performance against others

Coming soon!



SwitchTrack

What is it?

SwitchTrack provides essential insights into customer electricity and gas switching behaviour by meter class, geographic area, and supplier category.

How will it benefit you?

- Understand your performance against your competitors
- Provide executive insights within a switching dashboard
- Identify customer segments for targeted marketing
- Understand customer switching trends against major market events
- Measure the efficacy of your marketing campaigns with detailed analytics
- Market your performance against others



FixEt

What is it?

FixET provides unique insights to help you move to zero for erroneous transfer.

How will it benefit you?

- Improving ET performance by 50% would save the industry almost £200,000 a year in industry charges
- Identify 3rd parties causing you problems
- Benchmark your performance against industry
- Get direct access to the Ofgem dataset

About ElectraLink

ElectraLink is a central body at the heart of the UK energy market. We are responsible for operating the Data Transfer Service that underpins the UK energy market and we ensure that this solution remains secure, low cost and facilitates vibrant competition.

With all the necessary and appropriate governance in place, our management of the DTS provides us with unique access to a wealth of energy market data, which allows us to support industry to develop solutions, facilitate innovation and reduce costs to consumers.

We also provide expertise to several energy industry codes which set the 'rules' for the gas and electricity markets. Our reputation for impartiality and energy market expertise makes us an ideal partner in the implementation and change management of energy market governance arrangements.



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#EMDH

