

**mySAP.com**  
**E-Business Solutions**



# **mySAP™ UTILITIES**

THE BEST-RUN E-BUSINESSES RUN SAP



## **mySAP™ UTILITIES IS OPEN, FOR BUSINESS**

In today's world, no one is an island. Every individual, every department, and every company is part of a larger value chain that includes colleagues, customers, suppliers – and even competitors.

That's why the mySAP.com® family of e-business solutions is built for the new realities of collaborative commerce. Each one is designed to work seamlessly with all other SAP solutions – and those of other providers. As a result, organizations around the world are open to new levels of efficiency, productivity, and profitability. Because mySAP.com solutions are open, for business.

As part of the mySAP.com family, mySAP™ Utilities brings this open approach to the special needs of the utilities industry, providing the tools, business practices, and industry expertise you need to succeed in today's fully connected world.

# DEREGULATION, COMPETITION, AND COST PRESSURE: MASTERING THE MAJOR CHALLENGES IN THE ENERGY MARKET

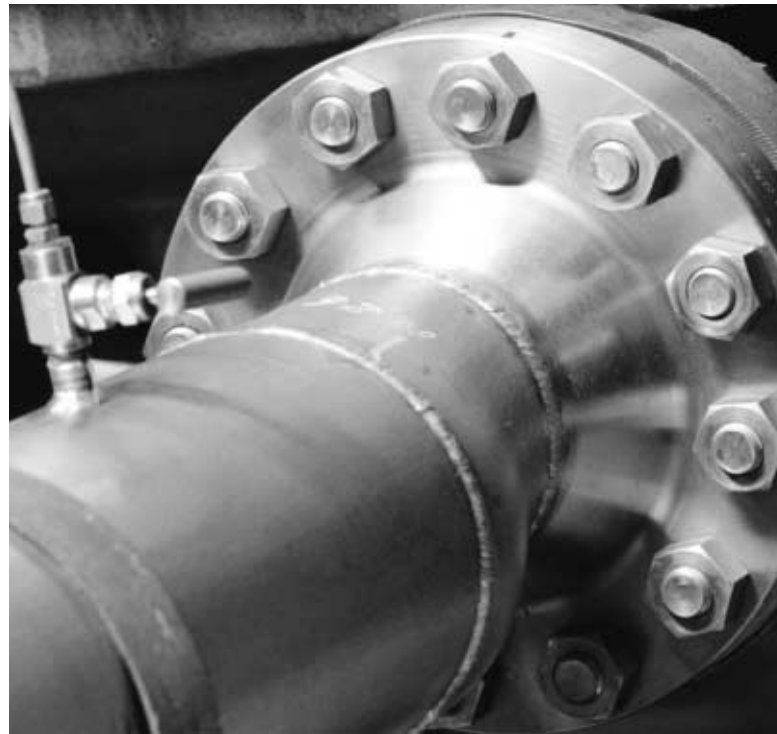
The utilities industry is undergoing rapid and radical change, driven by legislative initiatives and new technologies. To compete successfully, utility companies must react swiftly, focus on customer service, and take advantage of enabling technologies. To thrive in a dynamic, intensely competitive, global utilities industry, you must be agile and customer-oriented, and you must harness the power of information technology to help you master these challenges. But how?

## MEET CUSTOMERS' CRITICAL NEEDS

To succeed, utilities must handle requests from customers – including other utilities and residential buyers who can choose from a variety of suppliers – through multiple touch points. You need to prepare timely invoices – both convergent and unbundled bills – for utilities that have disparate and changing rate structures and programs. Accurately forecast customer consumption patterns for balanced procurement. Link supply services and on-site services in a single system for customer information, service management, and work management to boost productivity and customer service. Take advantage of new market opportunities and offer new products to win customer loyalty. And don't forget the technical side of the business.

## mySAP™ UTILITIES SUPPLIES WHAT YOU NEED

Whether you operate a small municipal utility or an international utilities conglomerate, the highly scalable mySAP Utilities solution helps you to become more market driven and customer oriented while increasing your flexibility, productivity, and profitability. An integrated solution, mySAP Utilities can optimize your processes across your entire organization – enterprise management and business support, e-commerce, sales, maintenance, and customer relationship management (CRM). mySAP Utilities is a future-proof solution for all segments in the utilities industry – including electricity, gas, remote heating, water, and wastewater.



## IT'S ALL IN THE NUMBERS

mySAP Utilities combines SAP's 15-plus years of experience in the utility industry with the latest technology. SAP has developed and implemented utility-specific solutions since the late 1980s. More than 800 utilities from 50 countries have selected SAP to manage their business needs – a number no other provider of utility-specific business applications can match.

## E-POWER YOUR UTILITY COMPANY

The mySAP.com® e-business platform is a family of solutions and services that empowers employees, customers, and business partners to collaborate successfully – anytime, anywhere. No other provider can deliver the degree of industry-specific expertise that SAP brings to its e-business solutions. mySAP Utilities is a collection of automated processes and tools designed specifically for the utility industry, tightly integrated with the mySAP.com cross-industry solutions.

### INDUSTRY-SPECIFIC KEY FUNCTIONS

mySAP Utilities offers a range of key capabilities that ensure competitiveness and sustainable development of your business:

#### **Contract Billing, Accounts Receivable, and Accounts Payable**

Billing is the core of mySAP Utilities. It handles billing for all kinds of supply categories and services. In addition, you can incorporate the products and services that you processed and billed as well as the meter results from external billing systems so you can act as an application service provider (ASP) by offering highly attractive and profitable third-party billing. Contract accounts receivable is especially designed to meet the needs of mass processing.

#### **Customer Relationship Management**

mySAP™ CRM for the Utilities Industry provides you with the customer-centric solution you need to plan, build, and maintain profitable customer relationships through all phases of the customer relationship life cycle. mySAP Utilities enables you to drive your customer-centric business across multiple channels and to synchronize customer information from all avenues of customer contact – giving you an integrated, 360-degree view of customer information, including all technical and all commercial data. The CRM capabilities support sales processes for industrial and commercial customers as well as for residential customers. And you can perform marketing campaigns tailored to the needs of your target groups.

**mySAP Utilities Energy Data Management (EDM)** handles the huge amount of meter-reading data that deregulation and the increasing use of new metering technology demand. The

EDM capabilities of mySAP Utilities can import and calculate measured load shapes and load profiles and use them for statistics, marketing, and forecasts as well as for complex billing. With mySAP Utilities, you can carry out energy amount settlements based on different settlement procedures. And you can determine overtake and undertake amounts, thus managing the requirements of deregulation.

#### **mySAP Utilities Intercompany Data Exchange (IDE)**

The IDE capabilities of mySAP Utilities manage processes, including the administration of deregulation data, process management, and data exchange processes. IDE handles data transfer between retailers, distributors, and independent system operators.

**mySAP Utilities Asset & Work Management** enables you to process a large number of work orders every day. The work management capabilities of mySAP Utilities support asset-centric, labor-centric, and customer-centric order processing. Tying these together into one solution provides a seamless support mechanism to customers. You can also seamlessly integrate the work management capabilities of mySAP Utilities with external systems such as computer-aided design (CAD), geographic information systems (GIS), outage management systems, or supervisory control and data acquisition (SCADA) systems.

#### **mySAP™ Business Intelligence for Utilities**

SAP provides a comprehensive set of business intelligence solutions designed specifically for gathering utility information, turning information into knowledge, and navigating your utility company successfully – anytime, anywhere. It provides the framework for understanding key performance metrics and optimizing your operations. Key features of the application are its predefined report and analysis scenarios and the ability to efficiently process mass data in the terabyte range.

#### **mySAP™ Enterprise Portals for the Utilities Industry**

Enterprise portals allow you to access personalized information, applications, and services inside and outside your utility. This facilitates the role-specific use of – and your real-time response to – business-critical information. An example is the utilities busi-

ness package for key account managers, which provides key account managers with a comprehensive overview of the information required to manage their daily tasks quickly and efficiently.

#### **Federal Energy Regulatory Commission (FERC) Reporting**

mySAP Utilities provides the necessary tools to help you meet regulatory-related reporting activities for federal, state, and local authorities in the required format. The FERC reporting tools help you trace utility expenses to their appropriate state and energy regulatory categories quickly and easily – supported by the integration and completeness of the mySAP Utilities solution. In addition, mySAP Utilities provides specialized formatting for the regulatory commission and federal auditors through detailed information in the composition of each regulatory account. The benefits include reduced reporting efforts and elimination of duplicate data and systems to meet these specific regulatory requirements. Bottom-line cost savings are the result.

#### **CROSS-INDUSTRY SOLUTIONS**

mySAP Utilities works closely with the cross-industry solutions of the mySAP.com e-business platform.

**mySAP™ Product Lifecycle Management (mySAP™ PLM)** delivers value for utilities where maintenance costs and equipment reliability directly affect profitability and where technical assets require quality preventive maintenance and facility management.

**mySAP™ Mobile Business** extends the reach of mySAP.com solutions beyond desktop PCs and wire-bound networks. With mySAP Mobile Business, maintenance engineers and field service technicians can access collaborative business solutions anytime, anywhere. They can dynamically identify equipment problems, call in maintenance requests, and order supplies. mySAP Mobile Business supports a range of handheld devices for gathering customer data.

**mySAP™ Supply Chain Management (mySAP™ SCM)** integrates your extended supply chain to deliver real e-business benefits. mySAP SCM lets you communicate directly with customers and business partners. Instant access to order, forecasting, production plan, and key performance data ensures you will be more

productive. Whether you're a wastewater disposal plant or a giant energy conglomerate, mySAP SCM can transform your supply chain into a collaborative community of synchronized activities.

**mySAP™ Exchanges** focuses on the efficiency of virtual communities by providing the necessary infrastructure for virtual markets, allowing multiple organizations to buy, sell, and conduct business collaboratively. mySAP Exchanges combines e-procurement with collaborative services for trading communities to close smarter energy deals, improve customer relationships, and increase productivity.

**mySAP™ Supplier Relationship Management (mySAP™ SRM)** provides the collaborative business processes that you need to evaluate, enable, and engage your entire supply base. With this solution, you can provide timely, relevant information for every facet of your procurement and sourcing strategy. mySAP SRM simplifies and accelerates the online buying, selling, and management of goods and services for all the activities you must perform – from planning material requirements to managing inventory.

**mySAP™ Financials** is the state-of-the-art solution for all financial management tasks. It enables companywide control and integration of financial and business information that is essential to strategic decision making. mySAP Financials provides the ability to track financial accounting data within an international framework of multiple companies, languages, currencies, and accounts. It complies with several international accounting standards, including U.S. Generally Accepted Accounting Principles (U.S. GAAP) and International Accounting Standards (IAS).

**mySAP™ Human Resources (mySAP™ HR)** is a powerful human resources solution that combines world-class human resources functions, a global scope, and the power of the Internet. mySAP HR enables your enterprise to implement and establish innovative human capital strategies. These strategies are a primary performance differentiator in today's competitive market and knowledge-based workforce.

## BENEFITS FOR YOUR UTILITY BUSINESS



mySAP Utilities is the product of leading industry experience combined with the latest Internet technology. The result is a customized solution that delivers outstanding business benefits:

- A best-in-class billing and customer-care system that you can run as a stand-alone solution or tightly integrate with all the mySAP.com cross-industry solutions
- Effective customer relationship management to increase loyalty and exploit new market opportunities
- Full integration with the mySAP.com e-business platform, opening a new world of value creation, personalization, and collaboration

- Web-enabled solutions to take advantage of the power of the Internet
- Improved strategic decision-making capabilities
- Enhanced consumer responsiveness
- Stronger supply chain partnerships
- Employee empowerment with customizable, role-based functions

Professional business solutions consulting and 24x7 support complement these unique business values.

### WHAT'S IN IT FOR YOU?

mySAP Utilities is a sound investment in your company's future, delivering faster return on investment in several critical ways.

With mySAP Utilities, you can:

- Increase customer loyalty by delivering personalized products and services
- Reduce time-to-market for new products and services
- Enhance organizational flexibility
- Trim expenses using automated, Web-based processes
- Collaborate with key business partners
- Achieve optimum cost visibility and control
- Shrink the number of expensive legacy applications and their costly interfaces, reducing your total cost of ownership of IT solutions
- Optimize business processes, improve your efficiency in multiple dimensions, and increase customer retention

### FOR MORE INFORMATION

To learn more about how mySAP Utilities can help you increase customer satisfaction and increase profitability, visit our Web site at [www.sap.com/utilities](http://www.sap.com/utilities).

# COMPARE FEATURES AND BENEFITS, AND YOU'LL CHOOSE mySAP UTILITIES

FEATURE	BENEFIT
Installation services	<ul style="list-style-type: none"> <li>■ Streamline customer requests and services</li> <li>■ Install service connections</li> <li>■ Install and maintain devices</li> <li>■ Dispatch work crews</li> <li>■ Conduct automated or remote meter reading</li> <li>■ Conduct inspections and certifications</li> </ul>
Energy services	<ul style="list-style-type: none"> <li>■ Handle service contracts</li> <li>■ Exchange data with other suppliers or retailers</li> <li>■ Streamline customer processes like move-in and disconnection</li> </ul>
Revenue management	<ul style="list-style-type: none"> <li>■ On a single invoice, bill a range of supply services – such as installation, energy, water, and cable TV – provided by multiple service providers</li> <li>■ Bill third parties</li> <li>■ Manage and control all customer-related accounting processes</li> </ul>
Customer relationship management	<ul style="list-style-type: none"> <li>■ Effectively manage the entire customer relationship life cycle</li> <li>■ Target your market segments efficiently with tailored marketing campaigns</li> <li>■ Increase customer loyalty</li> <li>■ Synchronize customer information from all avenues of contact with customers</li> <li>■ Operate a best-of-class call center</li> </ul>
Plant maintenance and work management	<ul style="list-style-type: none"> <li>■ Handle the entire asset life cycle</li> <li>■ Ensure high levels of customer service while facilitating efficient planning and execution</li> <li>■ Assign work orders and communicate with all kinds of handheld devices</li> <li>■ Easily gain full cost control at any time</li> </ul>
Business analytics	<ul style="list-style-type: none"> <li>■ Integrated data warehousing</li> <li>■ Visually represent strategy and turn it into action</li> <li>■ Gather information from any internal and external sources</li> <li>■ Provide all your employees with the reporting and analysis capabilities they need</li> <li>■ Monitor the performance of key success factors using external and internal benchmarks</li> </ul>
Personalized, role-based user interface	<ul style="list-style-type: none"> <li>■ Take advantage of preconfigured roles for rapid personal productivity and high user acceptance</li> <li>■ Empower even occasional users with the easy-to-learn, easy-to-use mySAP Enterprise Portals</li> <li>■ Adapt user interfaces to precisely match your employees' and your company's needs</li> <li>■ Increase employee efficiency and job satisfaction</li> </ul>
Scalability	<ul style="list-style-type: none"> <li>■ Support your utility no matter what its size</li> <li>■ Grow your solution as you grow your business</li> </ul>
Open interfaces	<ul style="list-style-type: none"> <li>■ Integrate all your old and new solutions to create a single, comprehensive environment</li> <li>■ Combine SAP and non-SAP software and solutions</li> <li>■ Incorporate the latest technological innovations as they emerge</li> </ul>



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