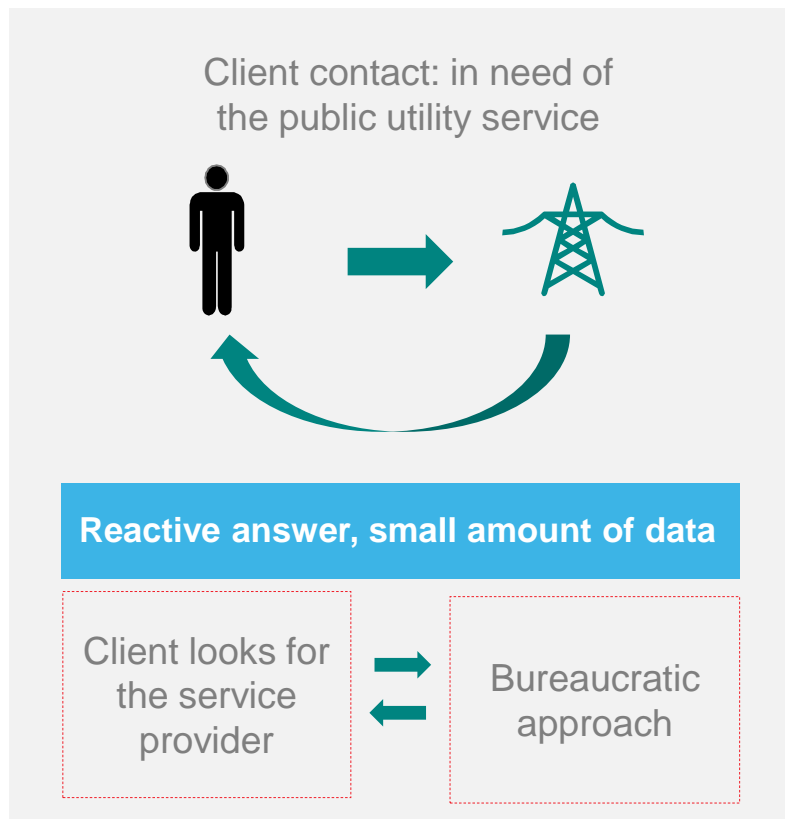


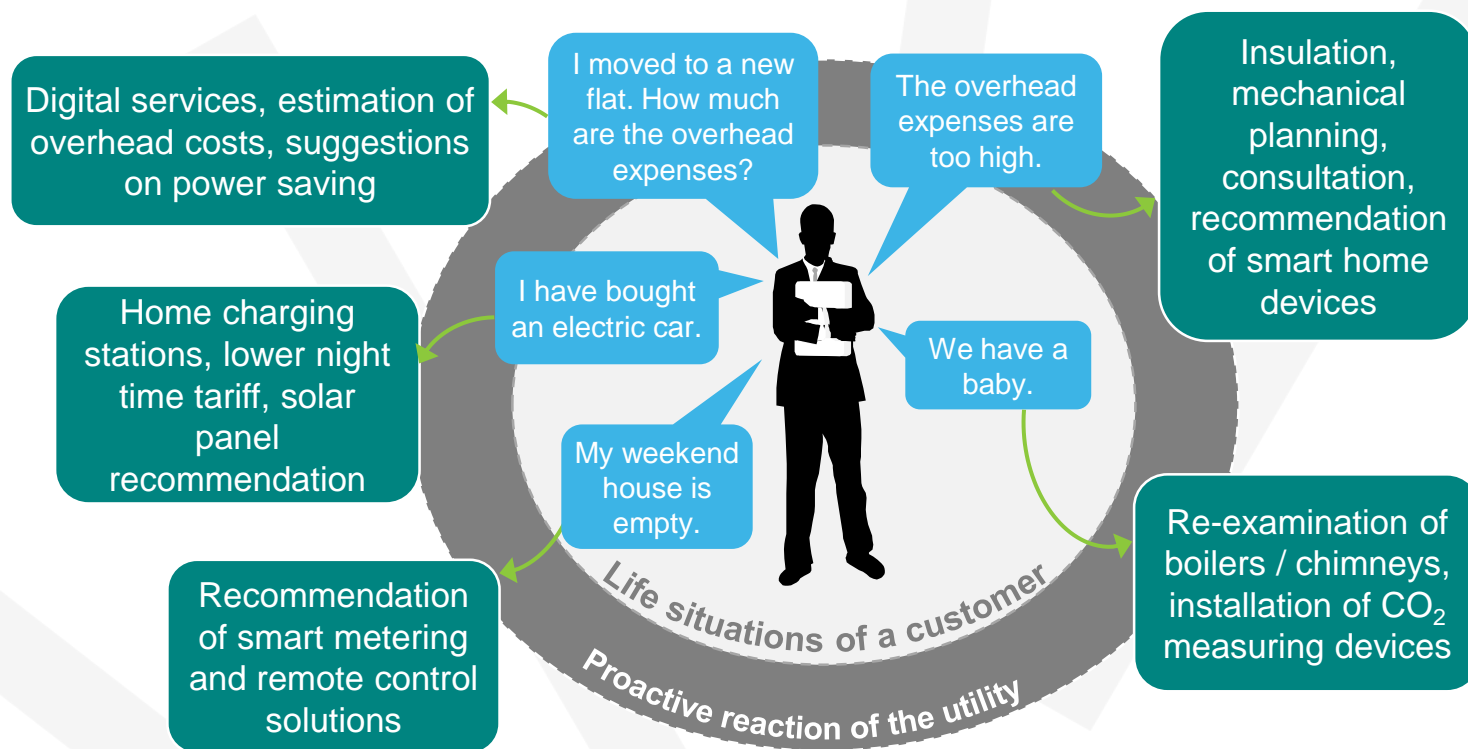
THE TRANSFORMATION OF THE UTILITY LANDSCAPE. HOW TO BE SMART IN THE NEW DIGITAL ENERGY WORLD?

WE ARE CREATING A UTILITY THAT OPERATES DIGITALLY AND PROACTIVELY

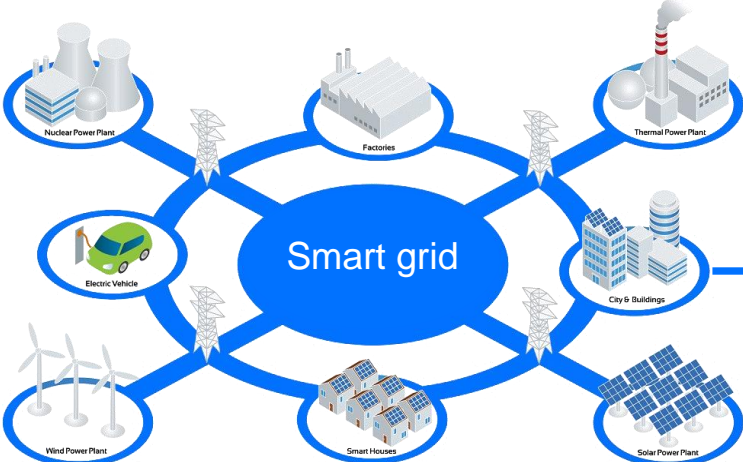
Business model of the reactive public utility service



Business model of the future with 360° customer view on digital channels



THE RETAIL ENERGY INDUSTRY IS UNDER TRANSFORMATION: DATA HAS BECOME A KEY ENABLER THAT HAS TO BE COLLECTED AND LEVERAGED EFFECTIVELY



Smart metering: data from the whole network for the DSOs

Energy storing: data from the renewables of the competitive market

IoT: data from connected smart devices

Accessible data from the market (Payment Services Directive, statistics, industrial databases etc.)

Using solar panels to cover the energy needs or even sell the produced electricity
280.000 houses could have solar panels by 2025

Usage of smart devices
485.000 homes could operate as fully automatized smart homes by 2025

Usage of electric cars
There could be 80.000 registered electric cars by 2025

Storing solar power in batteries
According to the forecasts the price of batteries will drop from the current 300 \$/kWh to <150\$/kWh, making the investment return in a few years

Digitalization of the utility service administration
The smart phone and internet penetration will rise from the current 50% up to 75-80%

Lower usage of gas or district heating due to the modern insulators and alternative heating technologies
There will be an additional 10% drop in the universal gas service by 2025

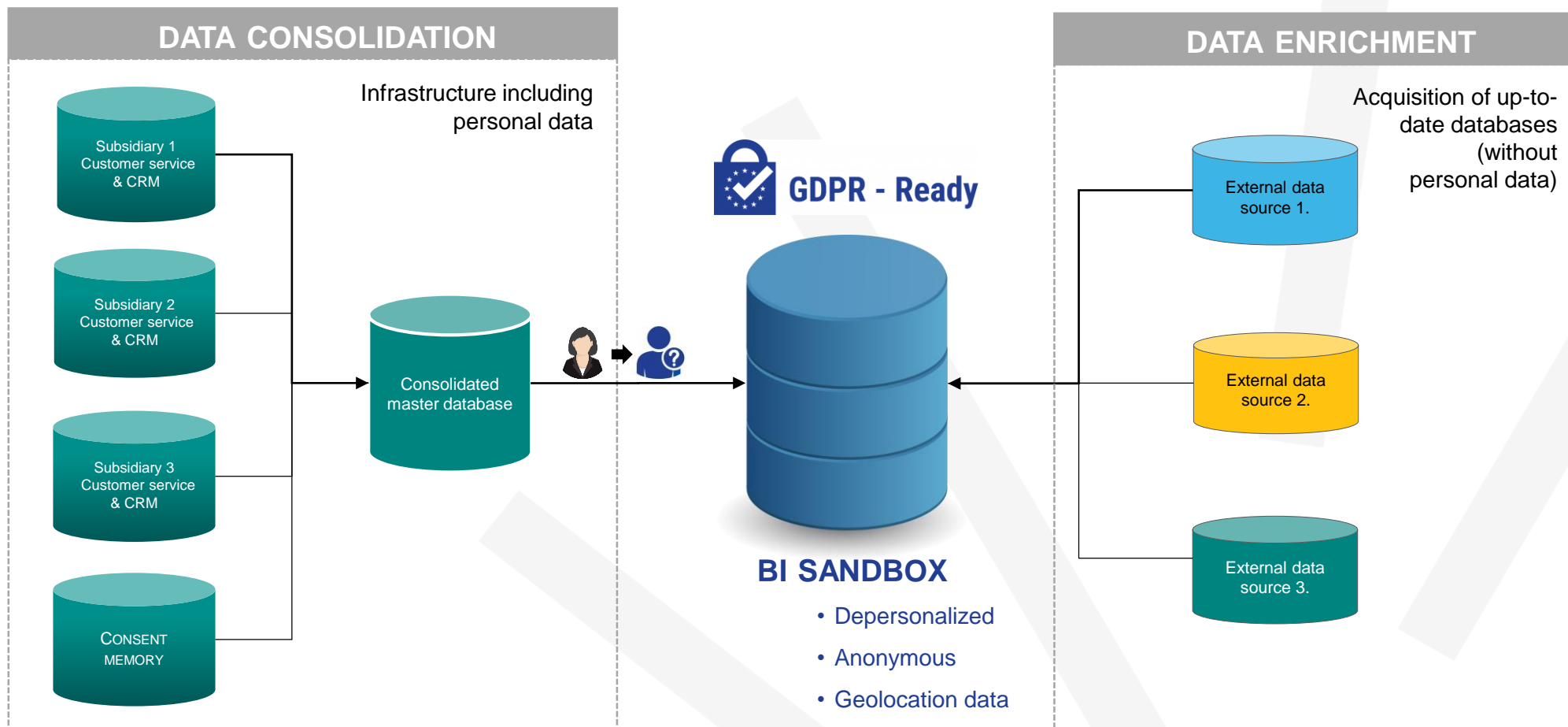
THE USAGE OF THESE DATA SOURCES IS INEVITABLE IF WE WANT TO HAVE A BETTER UNDERSTANDING OF OUR CUSTOMERS. BUT WE HAVE TO KEEP IN MIND THAT TO BE ABLE TO BECOME SMART WE NEED TO FIND OUT HOW TO OBTAIN THE DATA FROM THEM.

STATISTICS

PSD2

HAVING THE DATA IS NOT ENOUGH: WE NEED TO BE ABLE TO STRUCTURE AND ENRICH IT IN A GDPR COMPLIANT WAY

MASTER DATA MANAGEMENT



IN ORDER TO BE COMPETITIVE ON THE MARKET OF TOMORROW WE HAVE TO DEVELOP OUR COMPETENCIES: THE PROPER USE OF DATA IS THE KEY OF HIGHER CUSTOMER SATISFACTION

