

Enabling dual energy options for consumers



Red Energy is a stand-alone electricity retailer which entered the Australian National Electricity Market in 2004 and has achieved exceptional customer growth, quickly expanding its customer numbers from the word go. *Red Energy* is 100% owned by Snowy Hydro, Australia's premier renewable energy producer.

CHALLENGE

- Provide "dual fuel" offering
- Meet multiple market regulations
- Integrate with CRM/billing systems

Red Energy was keen to aggressively challenge its competitors by providing a "dual fuel" offering to customers by adding gas to its already successful electricity offering.

In order to interact with the deregulated Victorian Gas Market hub, *Red Energy* needed software to manage the complicated XML protocols mandated by the market regulator, VENCORP, and to gain a valid market certification. *Red Energy* then had to integrate the new gas market processes into its billing and CRM solution (Gentrack) and other information systems, which were to be customised to meet the needs of new "dual fuel" customers.

The intent was to provide a seamless end-to-end "sales-to-profits" capability for the company, delivering the competitive advantage of a single view of a customer across all products and geographical jurisdictions along with a rapid return on investment (ROI).

SOLUTION

- Utilisoft FlowTalk
- Utilisoft Gatekeeper
- Hosted environment

Utilisoft's FlowTalk provides the only off-the-shelf application for comprehensive management of data flow messages in Australia's national energy markets. Built on Microsoft's BizTalk Server and SQL Server platforms, FlowTalk includes a leading edge .Net web interface to all energy market processes and also a customisable dashboard to monitor business critical market metrics such as customer churn. The FlowTalk Integration module greatly simplifies integration to existing systems by abstracting the complexity of market messaging into Utilisoft's simplified fXML standard and allowing for increased Business Process Automation.

GateKeeper is Utilisoft's enterprise scalable secure gateway server for exchanging routing and managing Energy Market data flows. GateKeeper supports validation, mapping and security for all commonly used data formats and file types. All messages are logged to a secure store and critical business data is never lost.

Utilisoft provides a hosted environment for the solution that removes the complexity of managing the market connectivity from the customer and also provides real time monitoring of business data to ensure that systems are always available.

BENEFITS

- Rapid Implementation
- Business Process Automation
- Platform for growth
- On time, on budget

By engaging Utilisoft to implement, host and maintain their energy market connectivity, *Red Energy* was able to enter the gas market, deliver to its business plan and provide fully market compliant gas products alongside its successful electricity product portfolio; on time and on budget. *Red Energy* now has a fully scalable solution with which they can continue to grow, not just within Victoria but into all Australian energy markets.



"Utilisoft enabled us to launch our "dual fuel" product within a tight timeframe and their integration layer delivered enhanced customer experience through increased business process automation."
Lucy Aston, CIO