



## **Unleashing agile, inclusive growth: Empowering 7.6M retail customers across 6 states**

In the ever-evolving world of business, staying ahead of the curve is essential for sustained success. With our customer's ambition to embrace innovation, implement transformative strategies, and leverage digital enablement to enhance operational efficiencies, we recognized the tremendous potential for a disruptive solution that would spark remarkable outcomes.

### **Client in spotlight**

Our customer is a distinguished electric power holding company in the United States. With an impressive reach, they illuminate the lives of 7.6 million customers across six states. They proudly own and operate a diverse range of power generation assets across North America, including a portfolio of renewable energy sources that pave the way to a sustainable future.



◆ FUN FACT

**Automation has the potential to revolutionize industries, with estimates suggesting that it could save businesses up to USD 4 Tn in annual labor costs worldwide.**

## Key challenges

- 01 **Outdated, non-digitized systems** hindered the customer's growth ambitions, leading to an inefficient manual-based work management system and reduced operational efficiency
- 02 The pursuit of an aggressive growth strategy through mergers and acquisitions resulted in the **integration of disparate systems, causing operational inefficiencies, intricate interactions, and a fragmented identity** as significant challenges
- 03 **Lack of cohesion among various jurisdictions**, with separate systems, applications, processes, and design principles, posed additional hurdles in achieving streamlined operations, impeding the customer's progress towards efficient and collaborative functioning

## Solution

We deployed a centralized, robust, and automated work management system, harnessing the new-age capabilities of mobile technology. This integration allowed our customer to leverage the convenience and accessibility of mobile devices for seamless order tracking and management.

Following a top-down Service-Oriented Architecture (SOA) paradigm, we applied the best of industry and design practices. This approach ensured the standardization of processes and design principles across various jurisdictions and sister concerns, optimizing efficiency and fostering operational consistency.

To integrate all digital systems and maximize efficiency, we undertook a revamp of the legacy distribution and outage management systems. This strategic overhaul enabled our customer to leverage the capabilities of existing systems while capitalizing on new digital touchpoints, accelerating productivity and expediting tasks with remarkable efficiency.

Through the implementation of these solutions, our customer benefited from the power of mobile integration, adherence to industry best practices, and the seamless integration of legacy and digital systems. This transformational approach enabled them to embrace modern technologies, achieve operational excellence, and drive sustainable growth in an ever-evolving market.



## Insights and Impact

The solution aligns with a larger industry trend of digital transformation in the utilities sector. **As the digital era continues to evolve, companies in the Electric Power and Natural Gas industry are increasingly recognizing the need to modernize their operations and infrastructure.**

The trend of Digital Transformation encompasses the adoption of advanced technologies, such as Mobile Integration, and Automation, to optimize processes, enhance customer experiences, and improve overall efficiency. Companies in this sector are striving to centralize their operations, standardize workflows, and integrate legacy systems with newer digital solutions to stay competitive in a rapidly changing market.

Our solution, which focused on **Centralized Automation, Mobile Integration, and standardized processes**, resonates with this larger trend of embracing digital technologies to drive operational excellence and achieve sustainable growth. By aligning with this industry trend, our customer positioned themselves to remain at the forefront of innovation and better meet the demands of the digital era.

### Streamlined operations

Unified view, and enhanced decision-making

### Future-aligned IT

IT cost reduction, risk mitigation, and scalability

### Improved User Experience

Faster response times, and heightened satisfaction