



# I am an Electric Retailer - How am I performing?

In the deregulated energy market, amongst the many players like Power Generators, Wholesale Marketers, TDSPs, QSEs and ISOs, it is only the Electric Retailer who comes into face-to-face contact with the customer and who is charged with the major task of providing 'good' customer service. In this effort, the Electric Retailer is literally '*walking the last mile*'.

Typically the challenge faced by an Electric Retailer is to come up with accurate short term and long term load forecasts based on current customer counts and expected changes in the customer base, and couple this with a robust schedule for the purchase of power for the future while at the same time covering current day-to-day fluctuations, all based on an intelligent procurement strategy. At the other end, the customer must be kept happy with competitive retail prices, flexible billing and customer retention initiatives. Such a balancing act is bound to take a heavy toll on the 'margins' available to the Electric Retailer. It is precisely in this context, with the overpowering need to protect the margins without losing the continuity and the growth potential of the business, that the managerial skills of an Electric Retailer are put to test.

Due to the data intensive nature of operations of an Electric Retailer, most of them today spend inordinate amounts of time manually checking and moving data from system to system internal to their organizations and interfacing with external data sources. Manual manipulation of data makes each process people-dependent, time-consuming, expensive, and error-prone, and consequently makes system maintenance more complex.

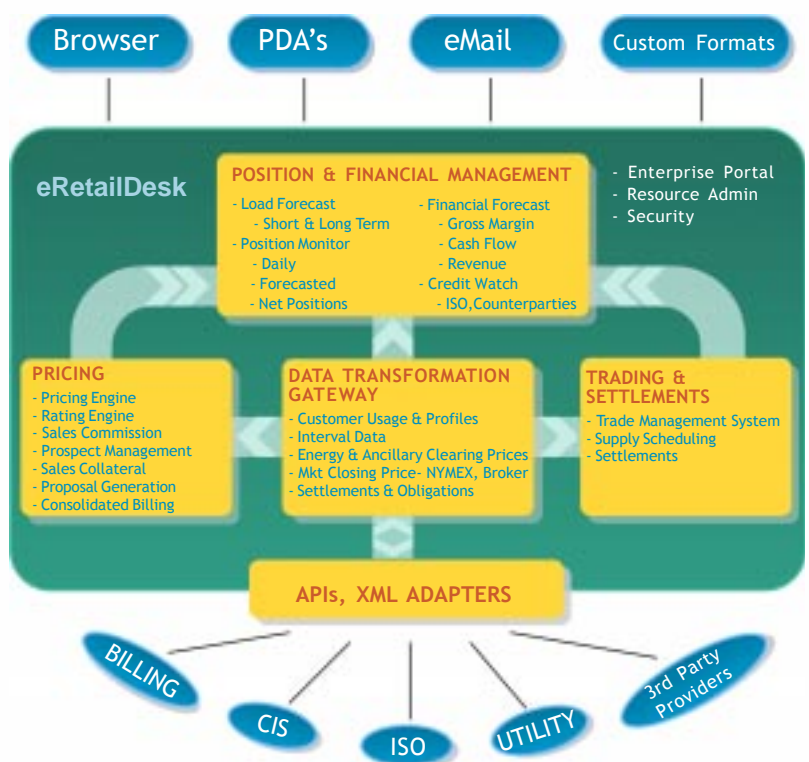
As an Electric Retailer, it would be useful to appraise their business practices by pondering over questions like:

- Do I have the right systems, the right people and the right data sources to ensure profitability of current operations?
- Have I set up reporting tools that compares current position to pre-defined risk levels and trigger alarms when thresholds are crossed?
- Are my processes robust enough to support growth with limited additional resources?
- Have I built enough automated systems to improve efficiency of operations?
- Do I have access to a pool of skilled resources that can be drawn on demand?
- And am I doing all these at low cost?

## Savant's eRetailDesk Framework

Electric Retailers should have unique business models tailored to the market segments they serve. This demands customized solution frameworks as opposed to pre-packaged solutions. Savant has developed a simple solution framework, 'eRetailDesk' that provides essential analytical information to help electric retailers make effective decisions.

The diagram gives a high level overview of the eRetailDesk framework.



## Why Savant

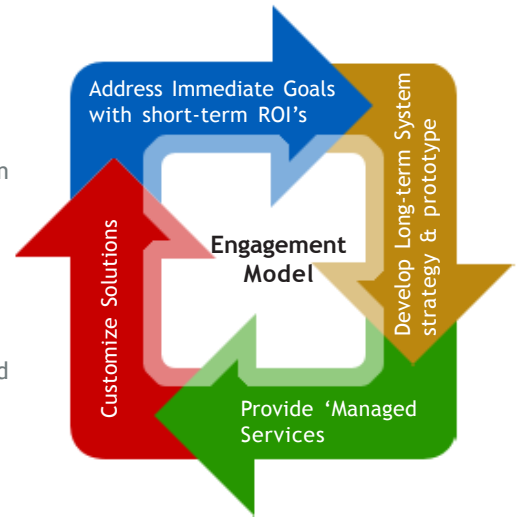
Savant's predominant focus is in serving retail electricity businesses with a unique blend of Software Professionals, Industry Experts and Operations Research Analysts.

Various factors contribute to Savant's ability to provide professional and system support services for the Electric Retailer, both onsite and offshore. These include:

- Savant's extensive experience in having provided these services in the past, and doing so presently
- The tools and frameworks that support Savant's service delivery - that have matured and evolved over time in production environments
- Reliable access to low cost/skilled manpower, representing multiple skill sets and technologies
- Experienced top and middle-level management, capable of engaging in long-term, result-oriented business relationships

## Savant 'Engagement Model' with an Electric Retailer

1. Address immediate goals with short-term ROIs
2. Develop a robust long-term system strategy including prototyping the proposed solutions
3. Provide 'Managed Services' by outsourcing to realize cost benefits
4. Configure, develop, customize and maintain solutions based on retailer priorities



It is important for an Electric Retailer to make fundamental long-term business decisions with a strategic perspective given the significant impact and investment required to implement and support systems and solutions. During this transitional period, retail electric companies can focus on bringing efficiencies to their current operations - with short term ROIs using Savant's low cost services while simultaneously evaluating new product lines, reviewing existing business processes and analyzing the changing business landscape. This approach will avoid the risk of making ad-hoc and expensive changes in technology platforms based only on relatively brief snapshots of business and technology information.

At the same time, Savant can help in formulating a long-term system strategy and prototyping the same to provide a 'Vision' for the Electric Retailer and consequently help in crystallizing their vision and their implementation priorities.

Savant and the Electric Retailer can work together to identify opportunities for cost reduction and increased service levels by outsourcing business functions to Savant as a 'Managed Service'.

Savant will configure and customize its Solution Framework to meet the specific business requirements of the Electric Retailer and implement them in a phased manner based on the Retailer's priorities.

## Savant Service Offerings

### MANAGED SERVICES

- Reporting - Operational, Financial
- Pricing & Contract Management
- Settlement - Retail, Wholesale
- Load Forecasting Services
- Schedule Submissions

### BUSINESS CONSULTING

- Business Strategy
- Risk Policy Development
- Process Re-engineering
- Mergers & Acquisitions

### BACKOFFICE SERVICES

- Custom Application Development
- Integration Services
- Data Center Services
- Maintenance & Support Services



Sugar Land, TX, USA  
PH: +1-281-494-0689  
eMail: info@Savantit.com