



Integrated Utility of the Future: Expanding the Toolkit

BearingPoint is focused on helping utilities leverage a growing range of integrated Oracle industry solutions to adapt to a changing business and technology environment



Utilities today face an evolving business landscape. Meeting increased demand while dealing with environmental issues forces utilities to make significant investments in green energy and demand response programs. Deregulation and re-regulation are changing the rules, and growth through acquisition or accelerated investment in capacity (mainly generation) is high on the agenda of top management of every utility. The need to meet increasing customer expectations and ensure reliability while reducing operational costs is driving operational-excellence improvement programs. With rising fuel prices, an aging utility infrastructure and

unregulated market and increasing customer loyalty in a regulated one.

For the industry, information technology—from back-office business applications to intelligent devices in the home that ‘smart’ manage the use of energy—has become key to staying in step with this changing world. For many utilities, a growing range of industry-specific Oracle solutions are playing an increasingly important role in that mix. But like any powerful tool, these solutions are most effective when they are architected and implemented to meet the utility’s current and future business needs, understanding that these business needs are becoming more and more integrated based on changing organizational structures and end-to-end processes, driven by operational and customer excellence.

BearingPoint’s Utilities practice helps clients get the most out of their Oracle Utilities solutions. As Oracle’s industry offerings have expanded over the last decade from core customer information systems to solutions from work- and asset management to meter data management and business intelligence, BearingPoint’s capabilities have kept pace. “Today, we offer a variety of solutions and services that can help utilities tap into the power of Oracle,” says Phil Daniele, Managing Director in BearingPoint’s Utilities Practice. “We work with Oracle to deliver measurable and sustainable results for our Utility clients across the world, and help them use the technology to adapt and succeed in an evolving industry.”

CIS and Beyond

BearingPoint has a long history of working with the Oracle Utilities organization and its software. Much of that history has been related to Oracle Utilities Customer Care and Billing (CC&B), the company’s customer information system (CIS) for utilities. “BearingPoint was the first systems integrator to implement that product, and since then, we have implemented it at a number of utilities, both on our own and in conjunction with Oracle, and we now have about 75 professionals focused on Oracle CIS,” says Phil Daniele.

In such initiatives, BearingPoint helps utilities take advantage of the Oracle solution to provide powerful customer service tools, greater visibility into customer care and billing processes, revenue cycle analytics and consolidated financial reporting and streamlined compliance with regulatory requirements—all in a cost-effective framework.



an aging workforce, meeting operational excellence targets is extremely complex and challenging.

“There are a variety of forces that are driving utilities to take a fresh look at the way they conduct business,” says Jan Vrans, Managing Director and Global Lead BearingPoint’s Utilities Practice. “Utilities need to find ways to adapt to an environment that is not only changing, but in many ways is unpredictable and even chaotic.” To thrive in this environment, utilities need to rethink their operations to reduce operating costs, increase efficiency and grow revenues. And they need to introduce new customer-oriented services and flexible offerings—which are key to gaining market share in an

In addition, BearingPoint focuses on building in the flexibility to meet highly specialized needs and create a platform for future organizational growth.

Building on its extensive experience with Oracle and the utilities industry in general, BearingPoint has broadened its range of Oracle-related offerings well beyond CIS. For example, the company has capabilities that can help utilities in areas such as:

- **Advanced Meter Infrastructure (AMI).** BearingPoint collaborates with utilities to implement AMI solutions which provide efficient customer energy-usage readings via advanced meters in real-time or near real-time. The company's approach is designed to help utilities better manage operations in response to price volatility, improve customer-consumption patterns, secure better pricing on the retail electricity markets, and support related processes, such as outage management and connect/disconnect features. "Our AMI solutions can help utilities identify and implement operational strategies to control load-factor and peak-load requirements and to reduce energy inefficiency and waste," says Phil Daniele. "It enables all users to participate in demand-response programs, which in turn helps drive greater cost efficiencies in energy consumption." BearingPoint's approach also lets utilities measure and verify anticipated energy savings from energy-efficiency programs more effectively, and improve power delivery quality, scalability and network infrastructure to gain better access to customer data. BearingPoint has experience integrating Customer Information Systems to several different AMI and Meter Data Management Systems, including Oracle's Lodestar.

- **Enterprise asset management.** BearingPoint can help utilities use Oracle solutions to improve the operational performance of assets and reduce the cost of maintaining them. BearingPoint takes a process-focused approach to asset management that uses a set of well-defined, actionable steps to achieve both performance enhancement and cost savings, and enables clients to identify, monitor, and manage key organizational assets

with a holistic approach that supports enterprise strategy. The result is an enterprise asset management capability that enables utilities to more effectively review and identify opportunities for improvements in areas such as real property; manage and secure fixed assets and information technology assets; and track, manage and profit from intellectual property resources.

- **Enterprise resource planning solutions.** BearingPoint implements, upgrades and extends Oracle ERP systems. The company's ERP solutions are designed to help utilities leverage their core ERP investments by integrating processes and information across customer resource management, financial management, human capital management and supply chain management systems. These efforts target the implementation of Oracle enterprise systems that allow utilities to respond efficiently to internal and external business changes, align business processes across the enterprise, and lower the total cost of IT ownership.

- **Field service management.** BearingPoint works with Oracle and technology providers Motorola and Zebra to offer the Wireless Mobile Field Service solution, which helps utilities improve productivity and lower the costs of remote operations. This solution includes wireless data synchronization, electronic signature capture, real-time updates, wireless connectivity to mobile printers, and barcode scanning and imaging capabilities. With it, utilities can adopt a global enterprise architecture that supports standard applications and processes with limited localization, fewer shared applications and lower ongoing cost of IT ownership. They can use "upstream intelligence" knowledge tools to support customer service request diagnosis before dispatch. And they can more effectively integrate field service and contact centers.

- **Supply chain management.** BearingPoint's approach to the supply chain facilitates improved planning and coordination, greater inventory visibility and effectiveness, and enhanced customer service, cost control and performance measurement and tracking. With more effec-



➔ BearingPoint and Oracle

With more than a decade of experience working with Oracle, BearingPoint is distinctly qualified to guide companies through the complexity of today's technology choices to support business transformation. As a Certified Advantage Partner in the Oracle PartnerNetwork, BearingPoint has completed more than 2,000 Oracle implementations and upgrades in more than 50 countries.

BearingPoint was the first consulting firm to consolidate both the Oracle and PeopleSoft practices, and today its cross-competency teams bring together extensive Oracle, PeopleSoft and Siebel experience to help clients protect investments in ERP, applications and technology; extend investments with leading BI solutions; and evolve with advanced technologies, such as SOA.

In general, BearingPoint has a long, close relationship with Oracle. As a Certified Advantage Partner, BearingPoint is a significant contributor to the development and future product strategy of many targeted solutions. The two companies' highly collaborative teams have been working together for 14 years, giving BearingPoint deep experience in Oracle technologies. And BearingPoint has relationships at every level with Oracle—tight-knit connections that enable BearingPoint to help shape product direction and escalate client issues for quick resolution.



tive supply chain management capabilities, utilities can manage strategy and operations across functional areas such as order management, transportation, physical distribution, and supply chain security.

■ **Enterprise Performance Management (EPM).**

BearingPoint has a solid track record of delivering tailored Oracle Enterprise Performance Management solutions. The company works with utilities to create a single enterprise process that gives all levels of management the operational and financial information needed to align decision-making with organizational and line-of-business strategies—and allows users to drill down from strategic to operational data for business analysis and modeling. It helps them develop one version of the truth that reduces the need for reconciliation and redundant data collection and increases insight into enterprise performance drivers. And it helps them create one integrated, flexible performance-management architecture that streamlines the capture and distribution of financial and operational data across the enterprise. The Oracle EPM System represents the next major release of Oracle's leading performance management applications and business intelligence (BI) technologies. The new capabilities in the Oracle EPM System provide a complete and integrated system for managing and optimizing enterprise-

wide performance to drive management excellence. With the new Oracle product, BearingPoint customers can leverage their operational investments to drive competitive advantage, transforming themselves into smart, agile and aligned organizations.

Focus and Collaboration

In its work with Oracle solutions for utilities, BearingPoint uses a rigorous, metrics-based project management methodology that helps ensure that initiatives are completed on time and on budget. This methodology is also designed to keep the focus on delivering practical, measurable and sustainable results to the business.

At the same time, the company takes a collaborative and flexible approach to helping utilities clients. "We tailor our solution approach to leverage the core capabilities of the products and mirror that to the client's business requirements and organizational nuances" says Steve Lanchak, Vice President, BearingPoint's Oracle Practice Leader. Collaboration involves working with clients and Oracle alike to find innovative solutions. "Overall, our approach is different in that we form a partnership with our clients" Lanchak says. "We put experienced people on the ground at the client site full time for the duration of the project, forming one integrated team, with clear roles, responsibilities and accountability. Also, we team with Oracle, incorporating their team within ours to uphold that product and integration best practices are employed on each client implementation, and there is a commitment from all parties to support the long term viability of the solution. That way, the client builds long-term relationships, not only with BearingPoint, but also with Oracle, which is important for the utility."

Such relationships continue to be important for BearingPoint and Oracle, as well. BearingPoint's work with Oracle Utilities spans 14 years, and will continue to expand to include new Oracle solutions and new tools and concepts. "This industry is evolving, and our companies are working together to evolve along with it—and help utilities use the technology to adapt and succeed," says Steve Lanchak.



BearingPoint Resources

Oracle and BearingPoint: www.oracle.com/partnerships/si/bearingpoint/index.html

BearingPoint Partnership: www.bearingpoint.com/oracle

Utilities: www.bearingpoint.com/utilities