

# Harnessing e-Business to empower the 21st century energy company

META Group's 2001  
European energy  
information strategies  
conference



21-22 May, 2001  
Millennium Gloucester Hotel  
London, UK

official publications



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## CASE STUDIES

### E-Business Strategy in Action

Nova Scotia Power

### From Call Centre to Interactive Contact Centre

Cinergy

### Energy Trading

To be announced

### Integrating Clicks and Bricks

Scottish Power



META Group



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# harnessing e-business to empower the 21st century energy company

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During the next five years, energy executives will see the Internet transform their business landscape — accelerating market restructuring, redefining business processes, driving down costs, and ultimately making information (about energy usage, consumers, and markets) more valuable than the energy commodity itself. At the same time, the industry will transition to a convergent value chain model, blurring distinctions between the previously separate, regulated utilities and competitive oil/gas companies.

Amid all this change, how can business leaders master critical imperatives to construct the 21st century energy business? How can technology leaders separate hype from reality to deploy technologies that drive competitive advantage? And how can IT and business work together as a team to craft a winning strategy?

Hosted by IRM UK and drawing from META Group's vast array of research and consulting resources, this conference features two days of thought-provoking presentations and case studies to help you harness your IT competencies and attain vital business imperatives.

We hope to see you and your team in London!



Rick Nicholson  
Vice President and Director  
Energy Information Strategies  
META Group

Leveraging a proactive IT/business strategy that consolidates market vision with IT competency is vital to capturing competitive advantage in the global energy marketplace.



A META GROUP  
and IRM UK conference

## benefits of attending

- Establishing a dynamic customer relationship management (CRM) strategy that is appropriate for each line of business
- Optimising the business-to-business (B2B) relationships associated with extended commerce chains
- Integrating operational processes and technologies to drive cost reduction and service reliability/quality improvements
- Understanding the interplay of business practices and technology standards in enabling retail energy competition
- Anticipating how e-business paradigms for stock trading and online auctions will drive radical changes in energy trading

## who should attend

- CEOs, CIOs
- Leaders of energy business lines
- IT management, account managers
- Members of IT councils and integrated architecture groups, shared services directors
- Senior technologists, EC program managers, technology and business strategy planners

## maximise your conference experience!

Meet one-on-one with our world-class analysts to confront your specific business or technology challenges. (Please indicate on the booking form if you would like to schedule a meeting during the conference.)

## CONFERENCE DAY ONE: MONDAY 21 MAY

8:00-9:00 **REGISTRATION**

9:00-10:15 **KEYNOTE: WILL E-BUSINESS MAKE ENERGY "E-EFFICIENT"?**

*Rick Nicholson, META Group*

Just when energy executives thought they understood how deregulation, competition, and regulatory reform would alter their business and technology landscape, along came the momentous challenges and potential of the digital economy. The advent of the Internet and e-business have ushered in crucial new imperatives to become more customer-centric, increase commerce chain effectiveness, redefine enterprise architecture, deploy updated infrastructure, and achieve operations excellence. This presentation will cover:

- Analysing the impact of e-business on today's energy industry
- Leveraging e-business for competitive advantage during the next two to three years
- Predicting and preparing for a dramatically different future with energy e-business

10:15-10:45 Break and Exhibits

10:45-12:00 **CUSTOMER RELATIONSHIP MANAGEMENT: COMPLETING THE CIRCUIT**

*Karen Edge, META Group*

The critical role of customer relationship management (CRM) technology in transitioning the energy industry from a product- to a customer-centred business model is gaining recognition. However, determining what constitutes a complete CRM solution and how to apply it most effectively within the energy value chain remains confusing. Clarification will rely on the IT organisation's ability to implement an adaptable structure that integrates CRM components to facilitate multiple circuits of energy business. This presentation will explore the technology/ business issues surrounding CRM, including:

- Understanding and applying the CRM categories - full, basic, and lite - suited for each business segment
- Analysing the current state of CRM and projecting its future in the energy industry
- Evaluating the position of CRM technology providers relative to business strategy

12:00-13:30 Lunch

13:30-14:30 **CASE STUDY: E-BUSINESS STRATEGY IN ACTION**

*Tony Reeder, Nova Scotia Power, Doug Houseman, Cap Gemini Ernst & Young*

E-Business initiatives do not drive the business strategy of energy companies. They power it, bringing new capabilities, new operating models, new alliances and new perspectives into the organisation, in a way that helps create recognisable business value for all stakeholders. This case study will explore effective E-Strategy creation and offer a comprehensive set of best practices and tools to help you put your E-Business strategy into action. A Canadian energy company that quickly embraced the Internet is Nova Scotia Power Inc., and you will be given the opportunity to learn from their experiences in implementing E-Business strategy.

14:30-15:30 **CASE STUDY: FROM CALL CENTRE TO INTERACTIVE CONTACT CENTRE**

*Jennifer Krabbenhoft, Convergent Group*

US-based Cinergy Corporation, which serves 1.4 million electric and 478,000 gas customers in Ohio, Indiana and Kentucky, is using the Internet to extend high tech/high touch self-service to its customers. This case study will explore how this company is using customer relationship management (CRM) technologies such as e-contracts and blended media to target energy consumers in a deregulated environment. It will also look at marketing and selling to commercial and industrial energy customers using CRM and customisation of energy services.

15:30-16:00 Break and Exhibits

16:00-17:15 **HEATING UP ENERGY SUPPLY CHAINS**

*Rick Nicholson and Terry Ray, META Group*

The "buy-side" of energy e-business represents a significant opportunity for generation, transmission and distribution companies that must efficiently procure and manage large amounts of capital assets. Successful strategies for e-procurement must take into consideration the differences between direct and indirect materials, and the importance of integration among e-procurement applications, ERP systems, best-of-breed applications and legacy systems. Additionally, energy companies must make critical decisions about whether or not to participate in procurement net markets, which markets to participate in, and what role they should play. This session will provide:

- Assistance in defining a methodology for strategic procurement
- Assessments of the leading e-procurement vendors
- Positioning of the evolving net markets

17:15-18:30 Cocktail Reception and Exhibits

## CONFERENCE DAY TWO: TUESDAY 22 MAY

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### 9:00-10:15 **CASE STUDY: INTEGRATING CLICKS AND BRICKS**

*Tom Forrest and Sandy Dickson, Calanais*

Calanais, a joint venture between Scottish Power and SAIC, developed a differentiated customer service channel for energy and related products for Scottish Power. This channel complimented existing store and service offerings, with a supporting capability which drives customer reach beyond the existing base and encourages closer relationships with current customers.

10:15-10:45 Break and Exhibits

### 10:45-12:00 **CIOly PANEL DISCUSSION**

*Host: Rick Nicholson, META Group*

This panel of seasoned energy industry CIOs will share their insights on the role of e-business in the energy industry. They will provide insight into their own company's experiences as well as their thoughts on the future direction of the industry. This highly interactive Q&A session, featuring META Group analysts, will examine relevant strategies, tips, tools, techniques, and lessons learned. Attendees will gain insight into:

- Building e-business strategies
- Grappling with organisational and funding issues
- Avoiding the pitfalls

12:00-13:30 Lunch

### 13:30-14:45 **ENERGY TRADING AND RISK MANAGEMENT: A DEFINING MOMENT**

*Terry Ray, META Group*

Energy industry reorganisation is being driven by the optimisation of shareholder value, and the winning shareholders are those who have invested in companies with successful energy trading operations. At the same time, information technology and the Internet are dramatically changing the energy trading and risk management environment by introducing the "new economy" paradigms of ephemeral opportunities and success tied to temporal measures.

This session will explore:

- Critical success factors for generation and trading companies
- Front, middle and back-office solutions
- The power of the Internet to transform wholesale markets

### 14:45-15:45 **CASE STUDY: THE IMPORTANCE OF E-BUSINESS TO ENABLE ENERGY TRADING**

*Hugh Brunswick, Logica*

This case study will assess the role of e-business in increasing liquidity in energy trading markets, drawing on actual market experience in this area. It will include an evaluation of current issues for energy and utility companies and practical steps required to achieve liquidity. Additionally, a "road map" to enable a high-throughput physical market will be discussed. Visit [www.irmuk.co.uk/energy](http://www.irmuk.co.uk/energy) for further details on the case study.

15:45-16:15 Break and Exhibits

### 16:15-17:00 **CONFERENCE WRAP-UP**

*Rick Nicholson, META Group*

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to register or for more information — [www.irmuk.co.uk/energy](http://www.irmuk.co.uk/energy)

## OFFICIAL PUBLICATIONS

FINANCIAL TIMES  
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## About META Group

META Group helps companies make better IT decisions by providing research and unlimited analyst consultation relevant to their specific business needs. Offering advisory services, consulting/benchmarking, and publications that span the full spectrum of IT, META Group addresses the latest technologies, industry trends, and business challenges. With more than 2,000 client companies worldwide, META Group differentiates itself from other information providers through its commitment to highly personal service (enabling "analysis in context"), bottom-line answers, and objectivity. To support this promise, META Group maintains a client-to-analyst ratio of 50:1 — the lowest in the industry — and reinvests almost 50% of its revenue back into research and client services. For details, connect with [metagroup.com](http://metagroup.com).

## About energy information strategies

Energy Information Strategies is the only comprehensive advisory service of its kind aimed solely at the needs and concerns of the rapidly transforming energy industry. Staffed with experienced industry analysts, EIS delivers sound, comprehensive research and advice to energy company business leaders and information technologists. EIS covers the entire energy value chain, with a focus that goes beyond technology to business challenges, opportunities, and threats. By surveying the entire energy industry and the general IT landscape — while leveraging the research generated by META Group's other advisory and consulting services — EIS provides unparalleled advice to clients on issues vital to their business.

## About irmuk

**IRM UK**  
Strategic IT Training Ltd [www.irmuk.co.uk](http://www.irmuk.co.uk)

IRM UK is an international organisation that specialises in strategic IT training for IT & business professionals and managers. Our presenters have superior technical knowledge, teaching skills and a wide range of practical business experience. They are some of the most influential technologists, methodologists and original thinkers in IT and business today.

Noted for the participation of top level decision makers from both the corporate, user and vendor communities, and the lucid analysis of critical strategic and management issues, our events are condensed and rigorous combining technical explanations with management advice and discussions of future directions. Our world class speakers include Roger Burlton, Larry English, Mike Ferguson, Peter Hruschka, David Marco, Eva Wohlen and John Zachman. We are running two other major conferences in London this year:

**ENTERPRISE ARCHITECTURE EUROPE 2001, 11-13 June**  
also in association with META Group

**INFORMATION QUALITY IMPROVEMENT/META DATA/DAMA  
INTERNATIONAL CONFERENCES EUROPE 2001, October**

For further detail on our events visit [www.irmuk.co.uk](http://www.irmuk.co.uk)

## quotes from previous delegates

*"I came to the conference with a set of specific questions, all at which I found answers to. This conference was one of the best I've ever attended."*

*"This was my first META event. My expectation was to delve deeper into the topics presented. To have unique POV as a take-away. But you didn't miss any topics. Best organised. Best run conference ever attended. Thank you for your attention to detail."*

*"Conference met expectations. Networking opportunities great. A lot of value added to learning experience. Well organised and appropriate content."*

*"The conference touched on all the major points that I wanted to hear about. Very comprehensive. Very solid conference. Validated a lot of the strategies that we have in place or are contemplating."*

*"Excellent understanding of the unique aspects of our industry. This is what differentiates META from most of their competitors."*

