



Transforming a gas and electricity business with DORA

Atos helped Illumia to rapidly transform its operating model with Europe's first full SAP S/4 HANA implementation. Along with the immediate financial benefits, this company has enhanced its customers' experience while optimizing operations.



“We are very satisfied with the results achieved with Atos. The strategic choice to rely on this highly experienced partner was crucial to stand out from our competitors.”

Matteo Bernardi
CEO Illumia

The context

Today's energy and utilities industry is undergoing unprecedented disruption.

With increasing numbers of new entrants into a deregulated Italian energy market, new and established companies need an agile digital operation to gain real competitive edge. Success depends on their ability to accelerate time to market, offer innovative services and enhance customer experience. At the same time, companies must achieve operational excellence and cost-efficiency, while complying with evolving regulatory requirements.

In this context, and with around 200,000 existing customers, Illumia's ambitions were to:

- Expand its customer base to 500,000 points of delivery within three years
- Become the fifth largest Italian energy retailer and the first private group in the Italian energy sector.



The result

The challenge

In order to stay fit for the future and support its competitive and growth strategy, Illumia needed to transform its operations to

- Integrate its business functions to achieve operational excellence
- Accelerate billing processes
- Significantly reduce manual and off-system activities.

To deliver the transformation, Illumia chose Atos' market-leading digital energy platform, DORA (Digital Operations for Retailers by Atos), and engaged Atos as its long-term partner and single point of contact.

This choice was based on Atos' expertise as a systems integrator and provider of over 70% of the SAP solutions and services for Italy's main utility companies.

Atos' strategy was to transform Illumia's operating model by using DORA as a template and customizing it where needed.

The solution

DORA is Atos' complete framework for companies to sell gas and electricity in a deregulated market.

Based on SAP S/4 HANA, DORA ensures that:

- Processes can be fully integrated, from the customer right through to back-end systems
- Implementation can be rapid
- Delivery risks and costs are minimized.

Atos delivered:

- A reference model - specifying new business processes, roles, and configuration of Illumia's offerings using pre-defined product/service catalogues
- Complete digital solution - using SAP S/4 HANA and including automated integration with third parties.

Rapid transformation

Using its proven implementation methodology, including all change management and training activities, Atos took a 'big bang' approach to deliver a successful transformation in just 15 months.

DORA's functionalities and processes were implemented on SAP S/4 HANA, Hybris and CRM.

The project has enabled this company to sustain its growth and future-proof its business.

With Atos' help, our customer now has its own unique, fully integrated end-to-end digital platform for managing Operations, Finance and Customer Relationships in a seamless way.

DORA ensures lean, real-time business management, together with consistent data integration throughout this gas and electricity provider organization. As a result, this gas and electricity provider has

accelerated time to market and increased its ability to design memorable experiences for its customers. Benefits delivered include:

- Reduction in numbers of full-time employees
- Improved cash flow
- Accelerated processes
- Lower total cost of operating.

With its agile, end-to-end digital platform, our customer is now ready for future challenges and to embrace ongoing change, including new digital tools to support sales.

Customer story

Client profile

Part of the Tremagi Group, Illumia S.p.A is the first family-run business in Italy's retail energy and gas market, according to rankings by the Energy Authority.

Since its foundation, Illumia's core business has been related to energy trading; in 2006, following the deregulation of the Italian market, Illumia opened a new operation dedicated to the resell of energy and gas.

Today, Illumia has a turnover of almost 1 billion euros and Earnings Before Interest and Taxes (EBIT) of 154 million euros. Illumia operates in the energy markets of Germany, France, Austria, Spain, Hungary, the Netherlands and Slovenia. Its mission is to continue to grow to bring new physical and cultural energy to customers and the countries in which it operates.

For more information: <https://atos.net/en/contact-us>

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