

Datagate key to electricity retailer's growth strategy

“Datagate integrates with our internal systems, processes bills to our specifications and gives our customers the on-line capability to pay their bills and analyse their electricity costs.”

Simon Young | Executive Director, Utilise Limited



Electricity retailer Utilise is using Datagate to realise ambitious growth plans for a brand new reseller channel, which will include multiple services such as electricity, gas and telecommunications combined on a single bill.

Utilise is a relatively new high-tech Electricity Retailer, formed by a group of progressive energy and utility specialists to deliver sharper electricity pricing for New Zealand businesses. Utilise customers receive optimised pricing plans developed around their business's electricity consumption, through the day, the week and the season.

The “Utilise edge” combines the use of smart meter technology and proprietary pricing software with billing and spend analysis delivered to customers through the Datagate customer portal. The use of innovative software solutions, such as Datagate, enables Utilise to offer high quality service whilst keeping costs in check.

Executive Director Simon Young says, “Being a new entrant to the Electricity Market, Utilise’s strategy is to leverage the latest innovation and technology to give us competitive advantage and more attractive pricing. Datagate integrates with our internal systems, processes bills to our specifications and gives our customers the online capability to pay their bills and analyse their electricity costs.”

“In addition to our online presence at www.utilise.co.nz, we are in the early stages of developing a reseller channel of businesses that will sell other services, such as telecommunications and other on-line subscriptions. These are businesses that have existing sales processes that could easily be extended to bundling electricity with their other offerings. Datagate

“Datagate is key to our strategy, given that it is designed to enable multiple services including electricity, gas and telecommunications to be combined on a single bill.”

Simon Young | Executive Director, Utilise Limited

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Datagate CEO Mark Loveys says Utilise is a strategically important customer for Datagate.

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Datagate

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Utilise is our first utility provider and they are keen to advance a strategy of selling electricity and gas through a channel of telco resellers," he says.

"This is of course completely in line with Datagate's own strategy. Datagate's ability to help Utilise execute far-reaching growth plans proves the value of Datagate to the global utility and telco industries.

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Mark Loveys | CEO, Datagate Innovation

"Datagate will enable Utilise's new reseller channel to aggregate a selection of on-line services and bill them all on a single bill under their own brand.

"At the same time, we will provide a customer service portal to their end customers that gives them graphical analysis of their consumption, review of their bills, customer service information and the ability to pay their account online."

ABOUT UTILISE LIMITED

Utilise Limited is a progressive group of energy and utility specialists delivering sharper electricity pricing to New Zealand businesses. Utilise customers receive customised pricing developed around their business consumption through the day, week and season. The 'Utilise edge' combines the use of smart meter technology, proprietary pricing software and a lean business approach, allowing Utilise to pass through the best possible energy price to its customers. The Utilise team has considerable experience as business owners and operators in sales, service, energy generation and trading and pride themselves on providing energy at customised prices, simplified billing and great customer service. See: www.utilise.co.nz

Highlights

SUMMARY

Electricity retailer Utilise has placed Datagate at the heart of its ambitious growth plans. Utilise is a relatively new company formed with the mission of bringing sharper electricity pricing to New Zealand businesses.

Utilise will use Datagate to advantage its new reseller channel in three key ways. First, Datagate will reduce the cost of billing for Utilise's entire reseller channel. Second, Datagate will give resellers a competitive advantage by enabling them to offer their customers detailed usage analysis services that drive electricity bills down. Third, resellers will be able to give end customers an online portal that is accessible from any on-line device and can be used to pay bills and review usage anytime.

BUSINESS BENEFITS

- ▶ Reduced cost of billing
- ▶ New usage analysis service lines
- ▶ Customers pay bills online
- ▶ Customers view usage data online

KEY OUTCOMES

Apart from cost reductions and service improvements, Datagate also provides a direct growth path for Utilise. Utilise is using Datagate to develop a new reseller channel of businesses that will sell other services such as telecommunications and other online subscriptions. These are businesses that have existing sales processes that can easily be extended to bundling electricity with their other offerings. Datagate is key to that growth strategy.

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