



WHITE PAPER
ISU SEREIN – SERVICE REQUEST
INTEGARTION

Best in Class ISU Solution – Scalable



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Abstract:

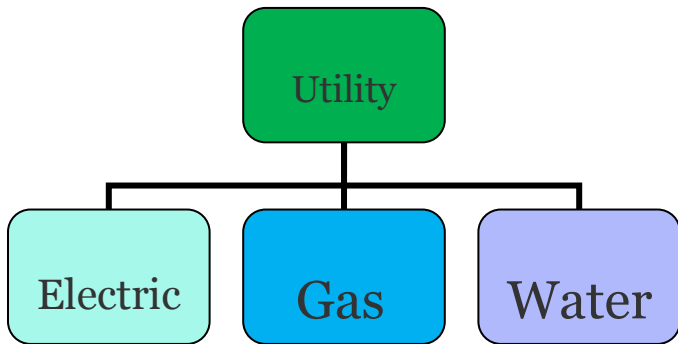
Utility Companies is going through a major transition in last few years. Our study indicates that there is thriving competition from other service providers like Solar companies, and natural energy production companies that have gained a major milestone in past years and will be a threat to the Utility companies. Considering the growing population, the growth rate CAGR for the new installations will remain at 12-14% YoY. It is important to understand that customer service will play an important part in holding the customer for a long term and retaining revenues with continued margins.

We have seen several hundreds of millions of dollars have been spent on software products for efficient Customer Relationship Management (CRM) type products. However, there are several challenges in these products and we see frustrated customers, complaining about delay in Electric connections, inefficient customer management which takes weeks for Utility companies to respond to customers, billing errors, improper recording of meter consumption into SAP DM module and no proper channel on communication with the customer. As a result, customers moving toward new and alternate source of electricity at their house or Apartment or Condo or at business offices or a manufacturing plant. Introduction:

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SAP has several bolt on solutions/products in the Utility Industries. These products are integrated with SAP. However, the solutions have limitations from a technical perspective. ISU Solutions that are implemented can have large maintenance and support services cost. There are, also system dependencies and can impact a major business process which can have a large impact on business in terms of revenue and result in impact on ROI. ISU solutions in the CRM space are extremely expensive and will require major customization. Customized solutions bolt on to SAP ISU systems can take several months resulting in time inefficiencies and high cost of implementations.

Utilities customers are time bound and need solutions that customer centric and can be easily up-scaled with no system impact. Utility companies due to their aged business model has an average 60-100 different systems going back several decades and till date functional with data being extracted or stored at all times. Some of these systems use Barn, JD Edwards, R/2, and also Mainframe as their key data storage servers. Today's technology is far more advanced and needs to be backward and forward compatible. Especially, in today world where software products and solutions are about migration to new technology disregarding your business model and more about self-revenue generation than customer centric.



Systems Logic ISU SEREIN solution is a product that will be unique from all existing ISU solutions that are bolt on to SAP. This solution is designed in such away as to be easily customized not only in some Utility Industry's but across new emerging Utility business such as Natural Gas Systems, Water Utility, Solar and Wind power system ERP's. Our goal is to ensure that we create value to our customers and our customers can create higher ROI by retaining existing customers and build a model to grow business from adding customer growth maintain or growing the normal CAGR on 12% which is the Industry standard for Utility companies.

Benefits for SEREIN:

- ISU SEREIN will automate the process of Customer management and queries in the SAP System
- SEREIN will be work both bi-directional in passing data and information between its customers and Utility companies in real time
- User friendly GUI - Graphical User Interface
- Customer data can be extracted easily by Utility companies to understand Monthly, Quarterly, Yearly customer request.
- New Customers request handling functionality built in
- Number of customers retained (Helps Revenue Projection for Utility companies)

- Number of request for issues (can be used for audit for improved service)
- ISU SEREIN can be integrated with SAP BI/BW/HANA for Reporting (several million records for ANALYTICS)

ISU SEREIN - Capabilities for Utility Companies:

- SEREIN will be able to handle the whole replication through some minor configuration
- Dynamically perform the replication for service request
- Automatic error handling mechanism
- Fields needs to be mapped in CRM system through a ZSPRO node.
- Will introduce email messaging and mobile device messaging for quicker response

Summary:

Utility Company Benefits and Consumer Utility Benefits: Analysis from ISU - SEREIN

- SEREIN Reduces Operational Cost
- Average Customers per Utility company 35,000 - 500,000
- Cost saving of over \$7.5 Million Dollars / company (\$15 dollar per customer annually)
- Improve Customer Efficiency and productivity
- Customer Retention and engagement
- Retain high profit customers and maintain services
- Helps in Projecting margins
- SEREIN will help in maintaining long term relationship with the customers
- Increase productivity by 75%

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