



Stadtwerke Schwerte

Stadtwerke Schwerte – much more than just an energy supplier

Established as a gasworks in 1868, Stadtwerke Schwerte today is a modern supplier, who shapes city life in Schwerte responsibly and passionately. The region's social, economic and environmental requirements come first to ensure that the Schwerte citizens feel good in and about their city. Since 2011, the subsidiary Element Media has also been providing internet, telephony and cable television. The municipal bath Schwerte and the city drainage service are also part of the corporate group.

The corporate group Stadtwerke Schwerte (SWS) consolidates

Stadtwerke Schwerte is pursuing the goal of providing their customers, apart from the supply of electricity, gas and heat, also with modern and sustainable all-inclusive services across energy, telecommunication and leisure facilities. At the top of their agenda is the commitment to give their customers a better overview of existing contracts, individual and better offers of their Stadtwerke Schwerte (SWS) as well as to provide information on events such as failures or planned maintenance work in the supply area. Together with con|energy ag, energy industry consultants, the digital strategy of the corporate group has been realigned.

Those responsible for marketing and sales have recognised that they will only be able to achieve their targets, if they upgrade their IT landscape for targeted marketing campaigns and increased automation. Based on its full-service portfolio and its iterative, agile way of working, the Essen-based digital agency communicode AG, since recently cooperation partner of con|energy, was able to convince Stadtwerke as regards concept and realisation. A pilot project was implemented along the digital strategy, which not only provides the largest business value with a sensible budget for the Group, but which could be realised within a reasonable timescale.

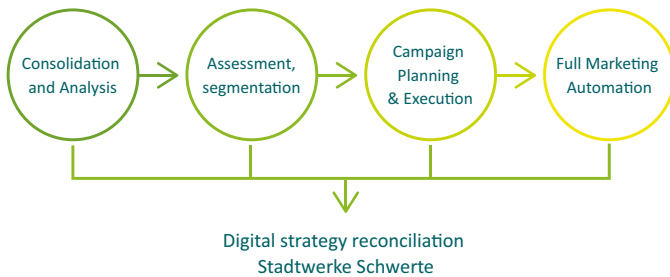
Initial situation - data in abundance

The Group is already providing a wide range of attractive B2B and B2C services. Many Schwerte citizens are customers of several SWS companies. Each company operates a separate historically grown IT landscape with information on customers and contracts as well as data on infrastructure and technology for its business activities. Apart from the data itself, information is also spread across this data and its structures. What kind of data actually exists and how can it be sensibly linked? Which gas customer also has an electricity contract? Which household has a fiber-optic cable, which, however, is not being used yet? These and many other questions would be difficult to answer..

“The initial situation just did not lend itself to structure marketing in a targeted and automated manner. To enable us to reach our customers with relevant information and attractive offers, we first need to get an overall picture of their situation and requirements.”

Michaela Zorn-Koritzius,
Head of Marketing Stadtwerke Schwerte (SWS)

Concept and approach: Data consolidation and utilization



Proof of concept: Consolidated data from all business sectors

Based on these findings, the communicode consultants together with the Schwerte Group have set the targets for the first project:

- Building a customer data management platform as middleware to data sources
- Linking relevant data from distributed systems in a sensible and sustainable manner
- Adherence to legal parameters for unbundling business and General Data Protection Regulation (GDPR)

In accordance with the requirement to realise the largest business value for the company as quickly as possible, 4 from a wide range of application scenarios from the B2C sector were defined for a PoC..

1. 360-degree customer profile (Golden Customer Record)
2. Easy to Use Power Search in Google Style with consolidated search index
3. Data Selection & Mining
4. Incident history: current and past incidents across all systems

3 steps towards the Golden Customer Record

To begin with, the project team analysed the principal core systems to consolidate relevant information in a data model. Using the infunIQ framework, communicode provided the suitable platform for import and data normalization and matching.

The successful formula: Agile modus operandi with focus on the essential

communicode’s agile methods and data modelling expertise made it possible to start the implementation without delay. First, functions with a high business value were described for the prototype and prioritized as regards implementation. The project was realised within ca. 8 weeks net runtime, which had been divided into 4 phases of 2 weeks. Right from the start, the knowledge carriers from the specialist fields of Stadtwerke Schwerte (SWS) were part of the project team. The team planned breaks in advance in order not to interfere with the day-to-day operations of Stadtwerke.

Golden Customer Record



Due to the close cooperation in the team and transparency throughout the entire project, new functions and processes were quickly learned and tested for quality. The system is ready to use and first data selections via PowerSearch were jointly carried out.

“The first target towards marketing automation at Stadtwerke was to deal with data at a global level. This was necessary, as nobody at SWS had an overall view of the various systems. It is now not only possible to analyse the actual state with the greatest of ease, but it is now feasible to take measures to improve data quality.”

Michael Ochtrup, Principal Consultant, communicode AG

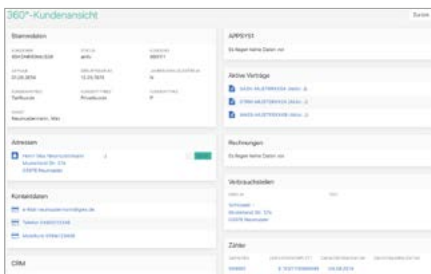
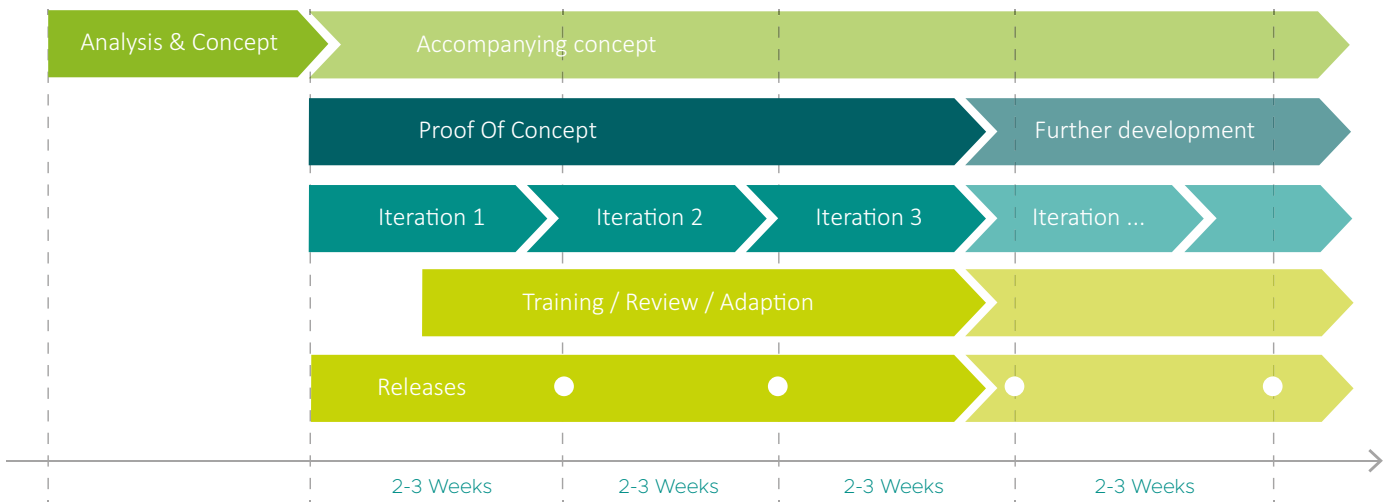
Available data with high business value

An important milestone for marketing and sales has been reached. The new infuniq CDM platform provides Stadtwerke with business opportunities as well as saving potentials. Thus, it is now necessary to consolidate data selections and to continue data mining. The actual business value lies in consolidating this data; it will be realised when a marketing automation tool has been implemented.

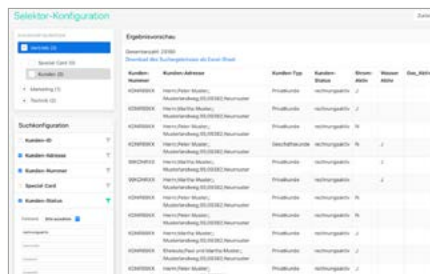
About infuniq systems

The company has been a specialist for the migration and refining of product data, process optimisation and creating publishing structures since 2007. The Market Performance Wheel of TGoA AG (The Group of Analysts) attests the PIM solution high values in the areas of sustainability, technology and the ability to implement. The cooperation of infuniq and communicode generates central data management platforms for marketers, which simplify the automated publishing of contents in all channels.

Overview PoC



1



2

1. Golden Record
2. Selector configuration

