

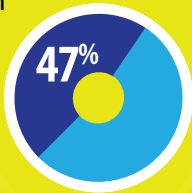
DIGITAL TRANSFORMATION AND COLLABORATION IN THE EMERGING ENERGY VALUE ECOSYSTEM

An IDC Energy Insights and TCS study

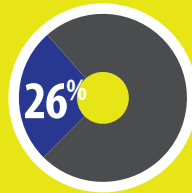
Exploring Uncharted Revenue Streams

Across Europe, new energy services are gaining strategic importance with utilities planning to:

▶ Run these within the perimeter of the core organization:



▶ Create dedicated business units:



Co-innovating in the Age of Digital Transformation

Within the current ecosystem, enterprises are:

▶ Building stronger customer-supplier relationships



▶ Entering strategic partnerships



▶ Working with start-ups



▶ Considering mergers and acquisitions



▶ Creating joint ventures



Exploring New Ways to Generate Ideas and Solutions

As the pressure to innovate increase, European utilities are leveraging:

▶ Focus groups on service usability and CX

▶ Partnerships with universities in key digital initiatives



▶ Internal innovation labs to conceive and incubate digital solutions

▶ Hackathons and crowdsourcing programs

Identifying Gaps in Digital Transformation

The focus is on adopting emerging methods for:

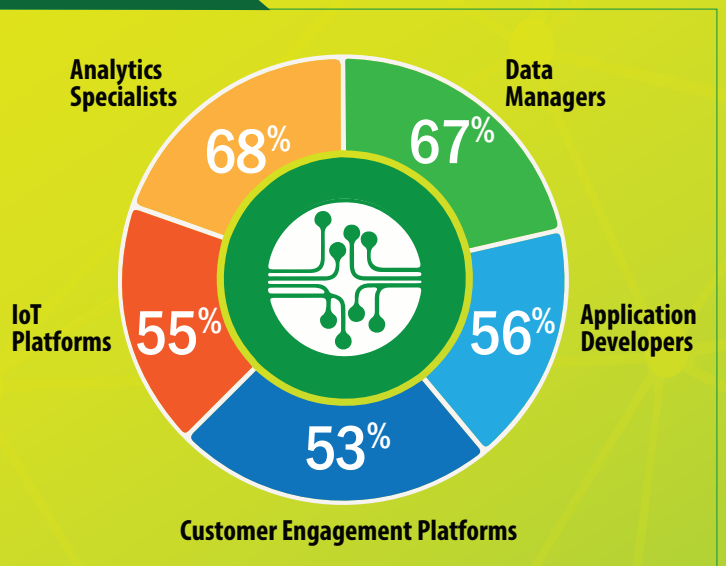


▶ Information transformation: Capture, store, access, and use data



▶ Omni-experience transformation: Improve net promoter scores and customer trust

This will need:



Deploying Innovation Accelerators

Technology providers lead the way for digital transformation, with utilities banking on:

Analytics specialists:

48%

Operational technology:

45%

Service companies:

41%

Platform solutions:

35%