

Aurea Integrated Energy Suite

Revolutionize your retail energy business from front-to-back office

Rapid market consolidation, unfriendly regulatory conditions, and demand for fast market expansion have put incredible stress on retail energy providers (REPs). Adding to the problem, technology providers who serve the industry have historically focused too narrowly on point solutions, and lack the vision required for a comprehensive, end-to-end solution supporting aggressive growth and constant change.

These patchwork point-solutions offered by the existing niche players don't scale, fail to address the full suite of business and operational demands of today's REPs, and are extremely costly to maintain. Consider this: poor billing systems leak up to 10% of total annual billings; poor commissions systems leak up to 15% of total commercial billings; and, up to 25% of IT budget is spent supporting complex technologies and brittle integrations with high potential points of failure. This introduces a staggering multi-billion dollar loss every year within our industry.

Aurea thinks it's time for Retail Energy Providers to have a better option, delivered through a simplified technology landscape that lets you focus on what's most important – your customers.

- *End-to-end solutions suite for retail energy*
- *Includes Revenue Lifecycle Management for retail energy providers*
- *Also includes CX Platforms, CRM, commissions management and messaging solutions*
- *Cloud-based for fast deployment, scale, and simplicity*

CUSTOMER EXPERIENCE TRANSFORMATION FOR ENERGY

Customer Engagement Solutions

Sales Automation
(CRM)

Marketing Automation
(Email & Mobile)

Energy Operations Solutions

Commissions calculation
and payment
(DCM)

Billing and EDI
(RLM)

Customer Experience Solutions

Enterprise Service Bus
(CX Messenger)

Business Process Management
(CX Process)

IT systems monitoring
(CX Monitor)

It's time. End-to-end capabilities with retail energy in mind

Aurea believes that right-sized, integrated solutions are the answer. With Aurea, REPs can rely on one trusted partner to deliver end-to-end capabilities, without devouring your IT budget. The Aurea Integrated Energy Suite (IES) delivers the answer to the stark technology options confronting the Energy industry today: cobbled-together point solutions, or bloated, over-budget ERP solutions.

Bringing together our industry leading energy billing and revenue lifecycle management solution, with enterprise class CRM, campaign management, commission calculation, two-way customer engagement, and business process solutions, Aurea IES delivers everything you need to manage your business from top-to-bottom.

Integrated. Comprehensive. Aurea Integrated Energy Suite

On average, REPs today spend more than 80% of their operating budget on EDI, billing, and energy supply alone. This leaves less than 20% of that budget to develop and grow relationships with your customers and partners - the foundation of your business.

The Aurea Integrated Energy Suite delivers everything REPs need to operate and grow their businesses, while developing enduring customer relationships. It's the most comprehensive, right-sized suite of solutions available, and lets you rely on Aurea to optimize everything from infrastructure, to operations, to customer experience and beyond.

The Aurea Integrated Energy Suite includes:

Rlm **REVENUE LIFECYCLE MANAGEMENT:**
Our flagship energy solution, RLM enables energy retailers to offload the complexity and cost of retail billing, driving maximum revenue and growth through a fully managed, scalable platform.

Dcm **DISTRIBUTION CHANNEL MANAGEMENT:**
Centralized commission calculation and payment to lets you streamline broker management. DCM commission payment calculation accuracy and timeliness, giving brokers and agents increased confidence to focus on

Crm **CRM:** Aurea's industry leading CRM solution lets you drive customer engagement tools deep into your sales organization. With end-to-end capabilities for sales and marketing, CRM delivers a compact overview of team activities, sales pipelines, and key performance indicators so you can set priorities and make informed decisions.

Cam **CAMPAIGN MANAGER:** Mature, field-tested digital marketing capabilities to manage all dimensions of email marketing campaigns. Aurea Campaign Manager (ACM) lets you easily, segment, target, and measure email effectiveness across every channel.

Af **ALERTFIND:** Two-way, multi-channel communication with customers or staff to communicate business disruptions or emergencies. AlertFind from Aurea Messaging Solutions enables enterprise notifications so you can quickly communicate important information, monitor feedback, and verify response.

CX PLATFORM: CX Platform lets you modernize, automate, and monitor your back office by bridging legacy SOA solutions to modern micro-service and container-based architectures. CX Platform includes:



CX PROCESS: Aurea CX Process provides the business process management building blocks to support complex application environments, enabling you to model and measure multi-channel customer journeys.



CX MESSENGER: Aurea CX Messenger lets your technology keep pace with your business. Aurea's industry leading Enterprise Service Bus (ESB) lets you adapt and change your infrastructure with plug-and-play speed and ease.



CX MONITOR: Our comprehensive IT monitoring and management solution delivers system monitoring, root-cause analysis, and issue identification tools you need so you can run your business in real-time.

The complete Aurea IES Suite is delivered in the cloud, enabling rapid deployment, fast ability to scale, and with no upfront hardware or software costs.

It's time to focus on what's most important

With the Aurea Integrated Energy Suite, you'll no longer need to spend your entire IT budget on baseline business operations at the expense of customer engagement. Aurea IES lets you reduce IT costs associated with licensing, integration, and IT resourcing, while expanding your breadth of service. This simplified technology landscape lets you focus on what's most important - creating value for and engaging with your customers. It's about time.

ABOUT AUREA ENERGY SOLUTIONS

With more than 20-years experience, Aurea Energy Solutions provides Revenue Lifecycle Management for more than three million accounts in the retail energy market. We serve more than 120 utilities in 22 jurisdictions, manage over 350 million transactions annually, and process over \$20B in invoices and payments per year. When it's time for enterprise-scale performance and stability, coupled with deep retail energy expertise, it's time for Aurea Energy Solutions.

Ready to learn more about
Aurea Integrated Energy Solutions?

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