

OMV Gas Marketing & Trading GmbH

Digitalisation of sales, billing and planning processes

Energy trading companies are today more than ever forced by the growing pressure on margins to meet the competition with ever shorter time-to-market cycles in product establishment and efficient processes. In particular, this requires new flexible and innovative product strategies and their operative implementation in the sales and billing processes.

In the highly dynamic environment of natural gas supply for industrial and major customers, it was necessary for OMV Gas Marketing & Trading GmbH (then EconGas GmbH) to adapt its IT systems to the increased requirements of the market.

OMV Gas Marketing & Trading GmbH was looking to restructure its sales processes offer calculation, billing and planning based on standard software that adapts flexibly to individual, national requirements. The goal was to capture these processes in an integrated system solution that builds on a consistent business data model.

Key points



- The .Sales software solution provides end-to-end support for the classic process chain, from offer calculation and contract billing to cost and revenue planning - without inter-system disruptions thanks to an integrated business data model.



- Introduction of consistent reporting for all subsidiaries, taking into account the requirements of different departments (key account management, sales support, controlling, portfolio management)



- Creation of an all-in-one solution from a single source, based on many years of professional expertise in consulting, IT technology, system integration and application service



- A flexible standard software approach to fulfil highly individual requirements while simultaneously optimizing cost structures in maintenance, support and development.



- Company-wide control of sales tasks: process-oriented integration of the CRM system, especially regarding offer preparation

Challenge

The core business of OMV Gas Marketing & Trading GmbH is the supply of natural gas to key customers in Austria and abroad with annual consumption volumes of over 500,000 cubic metres along with natural gas trading through international hubs and exchanges. With this business model OMV is represented by subsidiaries in Germany, Italy, Hungary and Croatia.

OMV customers in all target countries benefit from customised energy solutions, flexible pricing models and expert advice provided in the spirit of partnership. The service portfolio ranges from standardised products to highly customised solutions.

The heterogeneous software solutions that have developed over the last ten years within the OMV Group needed to be adapted to market requirements and standardised across all subsidiaries.

The company was looking for a solution to enable an efficient and integrated core process mapping both within the process chain and outside across European branches. The necessary flexibility for mapping such requirements had to be addressed appropriately as had the cost structures of the solution lifecycle. The challenge was to combine the advantages of customised and standardised software approaches in one single solution.

The solution

Benefiting from Sopra Steria's position of being an established business transformation partner in the energy industry, OMV Gas Marketing & Trading and Sopra Steria joined forces to develop the .Sales solution.

The module .Sales is an integrated solution for wholesale energy companies. The solution is the latest addition to the cpX.Energy product suite, a customised software system designed specifically for the European energy market by Sopra Steria.

The solution addresses the following processes and use cases:

- Offer calculation, billing and planning processes are based on a uniform business data model. The automated transition between individual processes significantly reduces the need for manual intervention.
- A plug-in architecture enables highly individual sales and billing models to be integrated into the standard .Sales software. This enables competition- relevant aspects to be taken into account despite the product-focused approach.
- Support for complex pricing strategies
- Special support for bundle customers: Support of multi-level billing constructs (groups, chains, branches, metering points)
- Calculation, billing and planning of modern sales products, such as tranche models and inter-branch compensation.
- Modelling of complex versions and scenarios as part of cost and revenue planning
- Process-oriented system integration with CRM, risk/portfolio management and financial accounting systems
- Separate modelling of the transport and supplier components and efficiency through reuse and adaptability of the grid usage models
- The Business Intelligence layer, which is included in the product, enables tool-independent, consistent access to control-relevant information.

How we worked together

“The strong partnership between Sopra Steria and OMV Gas Marketing & Trading enabled us to achieve our goal of integrating sales, billing and planning processes in a unified system and incorporate the local sales units in Austria, Italy, Hungary, Germany and Croatia.”

Customer quote

Sopra Steria contributes more than 25 years of experience in the energy sector to the partnership. Both companies had analysed each other’s work approach and procedures for several years before the project was commissioned.

In addition to the compelling solution vision, the trust-based work relationship in the early phase of their collaboration ultimately tipped the balance for OMV Gas Marketing & Trading in favour of the strategic transformation project in partnership with Sopra Steria.

All OMV Gas Marketing & Trading sales departments and subsidiaries were involved in the requirements and specifications process from the outset to ensure acceptance of the changes and the all-in-one solution. Sopra Steria’s international profile, operating offices in various countries and the local presence during the project phase were other key factors for the successful change process.

Openness and strong teamwork built the foundation for a pragmatic and solution-driven approach to dealing with changing market and regulatory requirements during the project.

Results and benefits

The .Sales solution has been implemented at OMV Gas Marketing & Trading GmbH and across its subsidiaries to provide the basis for mapping the key business processes of offer calculation, billing and planning. The cooperation resulted in the following advantages for OMV Gas:

- Consolidation and standardised mapping of offer, billing and planning processes across all sales departments of OMV Gas Marketing & Trading GmbH
- Cost-efficient maintenance and support for the one-in-all solution thanks to the synergy effects of a broad user community
- Fulfilment of national market requirements, such as delivery and network access models, taxes or currencies
- Participation in the continuous development of the .Sales product
- Intelligent support for a strongly product-focused approach to energy trading using a centralised calculation component for sales, billing and planning processes
- Standardisation of reporting and analysis structures for key business figures

About Sopra Steria

As a leading European management and technology consulting company with 46,000 employees in 25 countries, Sopra Steria supports its clients in driving the digital transformation and achieving concrete and sustainable results. Sopra Steria offers comprehensive end-to-end solutions including consulting, digitalisation and software development that make large companies and government agencies more competitive and efficient – based on in-depth industry expertise, innovative technologies and a collaborative approach. The company puts people at the centre of its activities to take advantage of the vast potential of digital technologies and creating a positive future for its customers.

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