



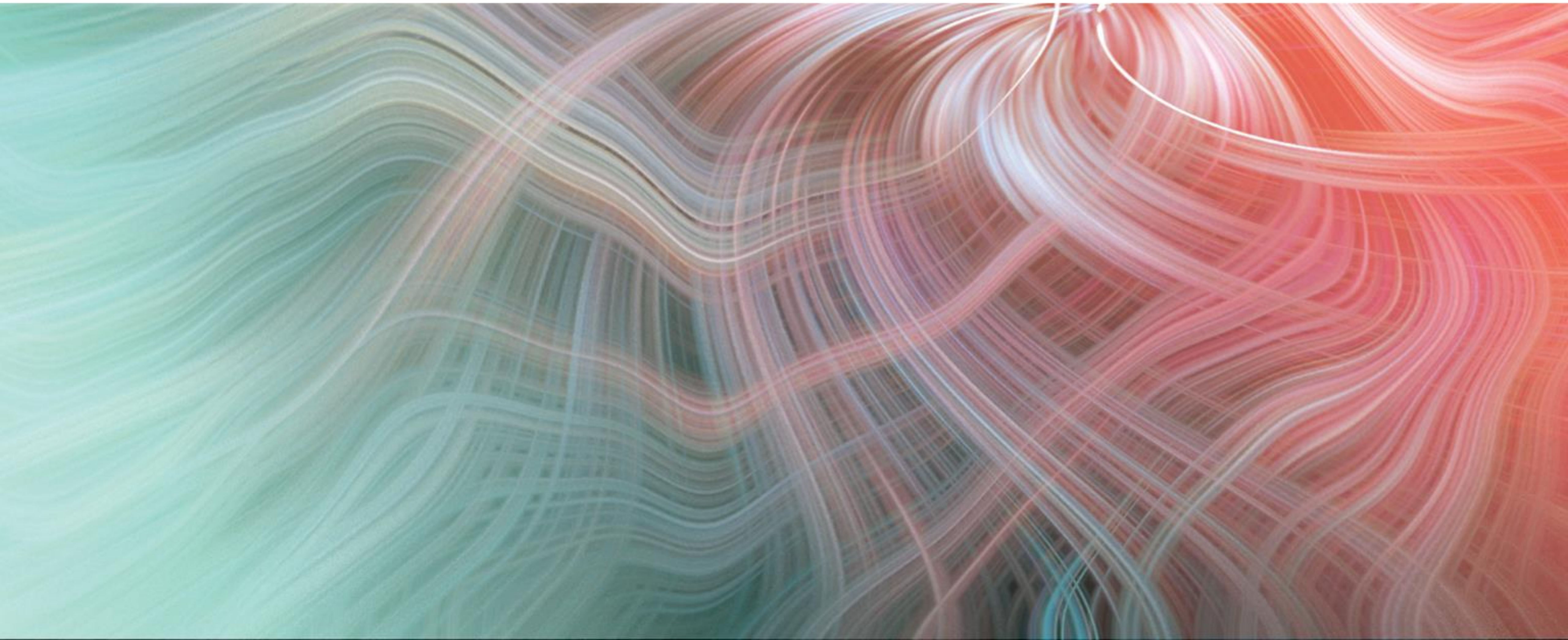
ENRUPT  
DISRUPTING ENERGY



# How digitalization and customer-centrism will boost energy industry profit through the whole supply chain



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# Digitalization: Enabler and driver of energy sector transformation

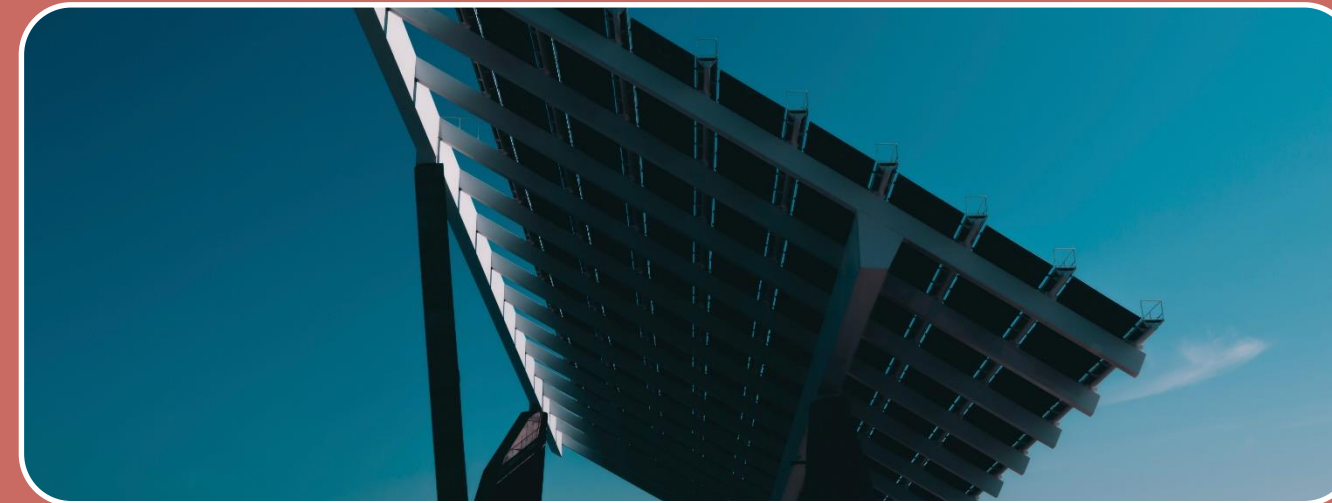


**What can digitalization achieve for you?**



Boost existing business  
by delivering better,  
more reliable service

E.g. Less outages with smart  
grids



Accelerate  
decarbonization

E.g. Integration of RE with  
smart grids, AI for solar farms  
O&M



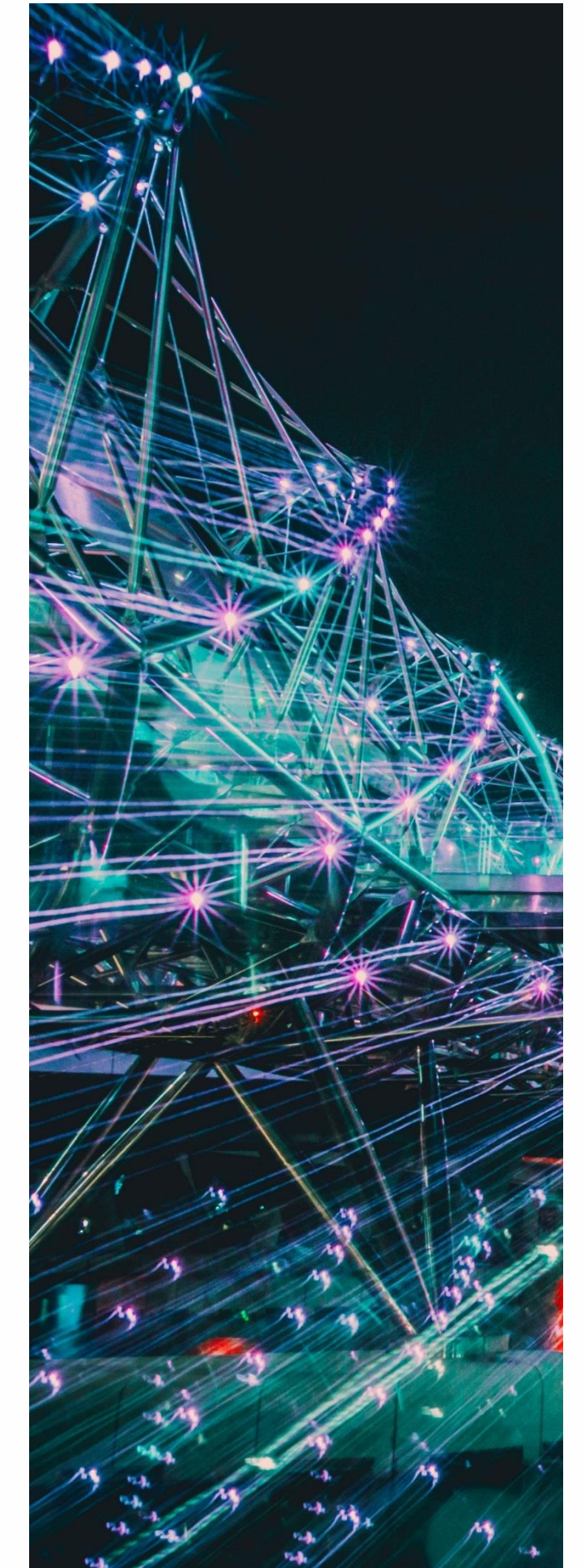
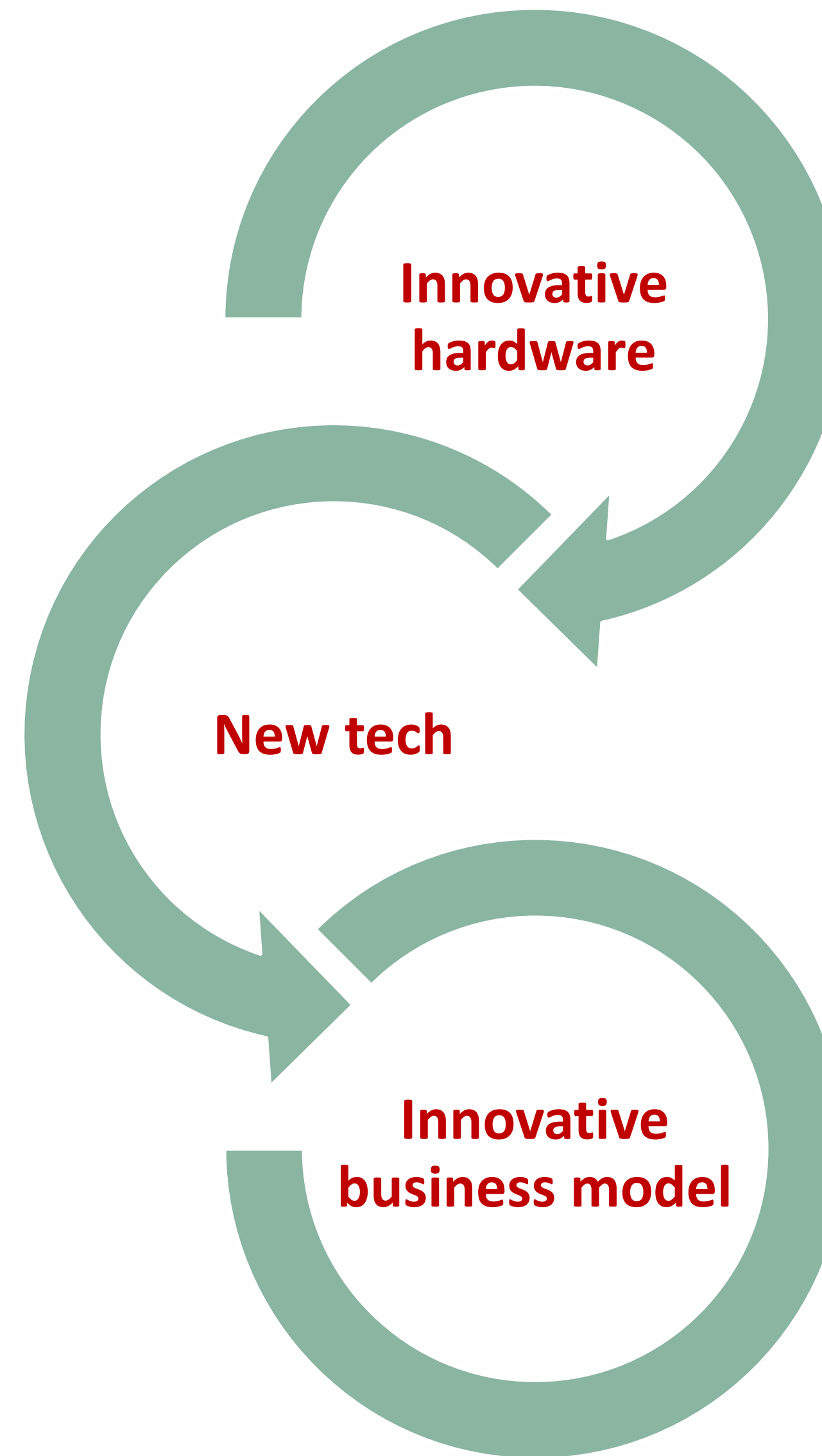
Facilitate  
decentralization

E.g. Smaller, intelligent  
systems reducing the costs of  
electricity supply



# Who will be winning?

- Innovative energy technology is not enough
- Winning solutions will need to integrate
  - New tech: Big data, analytics, machine learning, blockchain
  - Innovative business models, change the way money flows through the system
- The combination of all the 3 aspects will increase the probability of success





# What does it mean for relations with your customers?



Customer- centric approach changes the way you do business

Systems designed with  
end-user in mind

Offer non-energy  
services to boost value

Customer facing teams  
require different skills  
(e.g. digital marketing)

# Key takeaways



1. When approaching digitalisation, identify how it enables the other pillars of energy transition: Decarbonisation & decentralisation
2. Look for combination of hardware innovation, digital technologies and business model innovation
3. Focus on customer needs both in terms of energy and non-energy solutions and make sure your teams develop new skills that are adequate to the digitalisation challenge



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