



Towards Business Collaboration to Create New Electricity-Related Services

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Utility Business Department
Telecom & Utility Business Sector
NTT DATA Corporation



Electricity Deregulation

In April 2016 electricity retailing was deregulated for the 80 million low-voltage customers in Japan. More than 300 companies from various industries entered the market, competing to acquire customers by offering new prices and bundling menus with existing services.

More than 300 new market players

300-plus companies of different business sizes, including existing Power Producer and Suppliers (PPSs) and utility companies' subsidiaries.

Various business backgrounds

New players include those from telecom & broadcasting, rail, LP gas & city gas, oil, trading, government, house manufacturers, renewable energy retailers, and the COOP.

Customers started switching retailers

As of April 1, more than 530,000 customers switched to new utility retailers and this number is expected to continue rising.

Installation of smart meters began

Installation of smart meters that record the consumption of electric energy in each household every 30 minutes started.

Installation of ECONO-CREA

NTT DATA offers the ECONO CREA cloud service for electricity retailers in order to provide all the task processing necessary for electricity retail business. The service has already been taken up by many PPSs.

ecosystem

economy



Co-creation

- Quick business startup at low cost and easy installation
- All-in-one service for electricity retailing
- Full of functions that gives differentiation from competitors
- Optional services for business startup consultation and BPO

Offers Customer Information System (CIS) and Demand Management System—the core services for electricity retail business

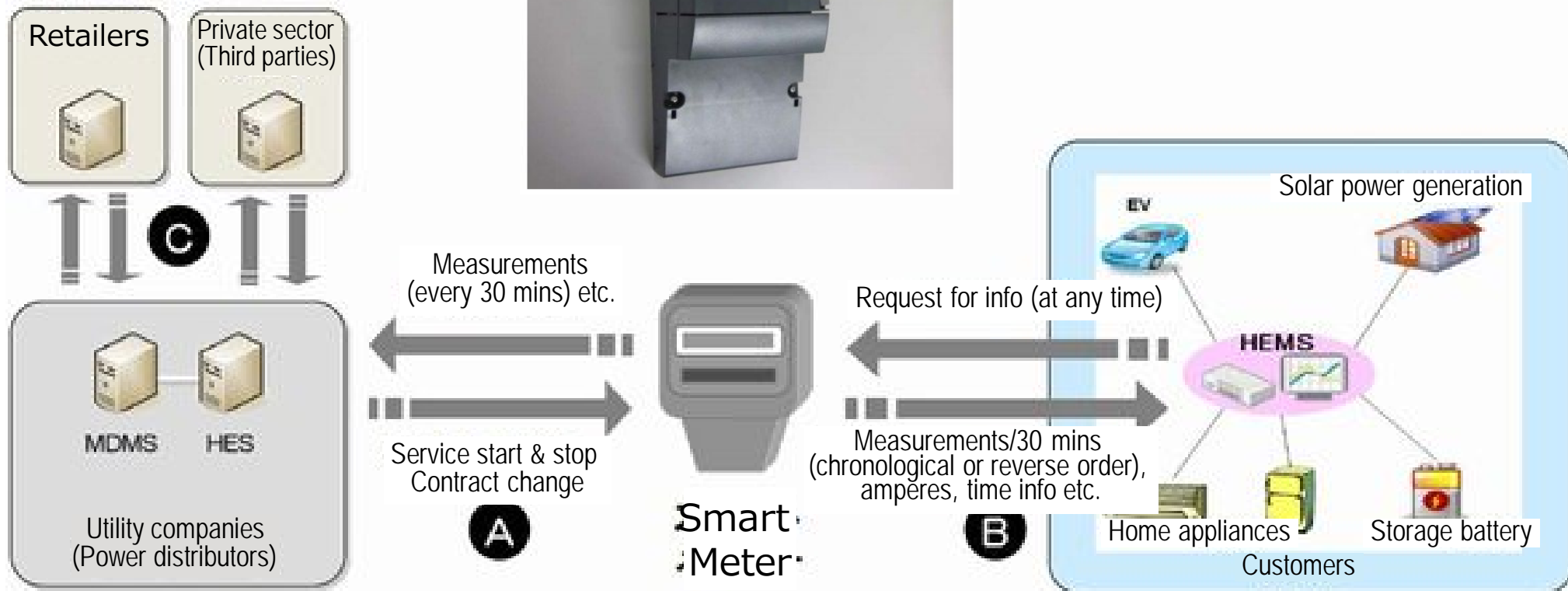
More than 17 PPSs have already installed and started using ECONO-CREA

IoT big data utilization is planned, including power sensors and storage batteries

Spread of Smart Meters

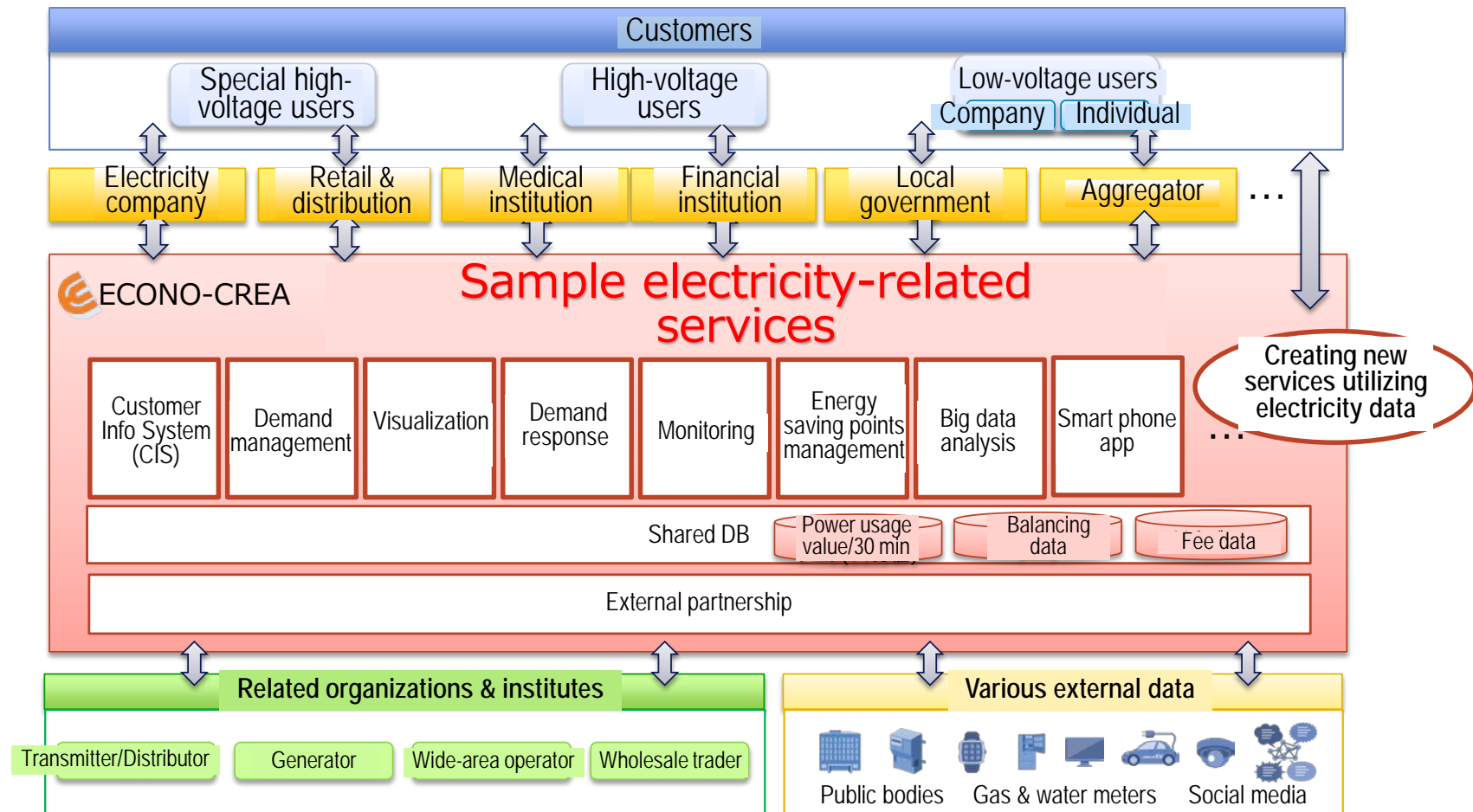
Spread of smart meters enables metering of power usage every 30 minutes, instead of simply metering monthly total usage. Power usage data is used in three ways (A, B, C below). It is metered through the power network and distributed to retailers and third parties, and usage is expected to expand in the future.

Smart Meter



Conceptual Diagram of Business Collaboration for Creating Electricity-Related New Services

With deregulation of electricity and opening of this new market, NTT DATA is seeking business partners to create XXX's new electricity-related services for XXX. Applicant companies can work with us to create new services for our ECONO-CREA and NTT DATA customers (retailers & customers) utilizing the assets managed under ECONO-CREA (information on demand, customers, big data such as IoT data, and analytical functions) in addition to basic electricity usage data.





challenge



NTT DATA

Global IT Innovator

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- * All data as of March 2016.
- * Service details and specifications are subject to change without notice.