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 allows customers to buy electricity from a desired company. A wide variety of newcomers are competing by offering their services and products based on their existing businesses or collaborations with other companies.

電力の小売全面自由化スタート！
2016年4月1日

あなたに合った電気を選べる時代へ。

電力の小売全面自由化開始

2016年　4月

Wide variety of companies

Various companies have entered the electricity retailing market and converted business models

- 390 newcomers
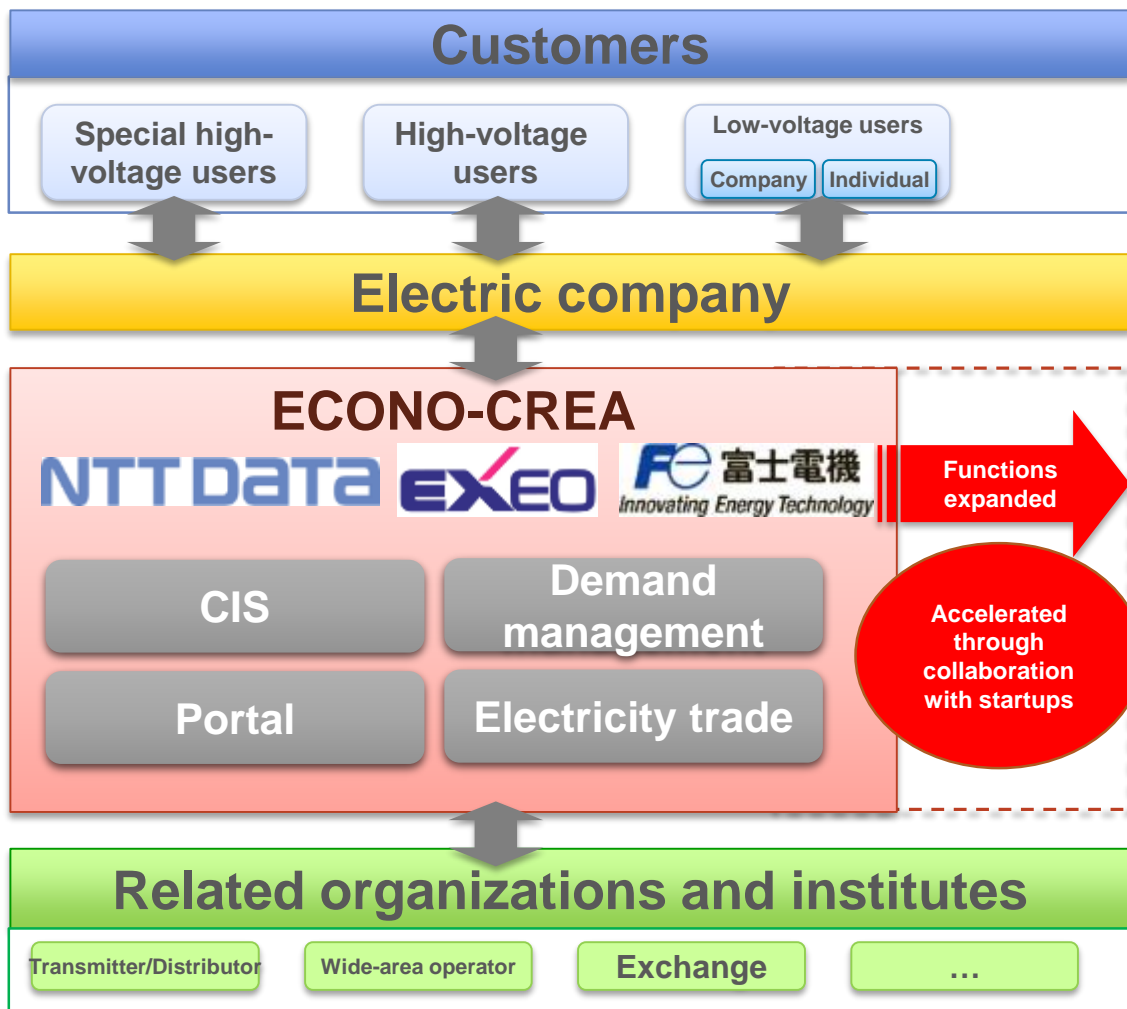- 4% of customers in Japan have switched to new retailers (as of April, 2017).

✕

Services not limited to electricity

Trend of new businesses and services around electricity retailing through collaboration with other companies

NTT DATA

Expansion of ECONO-CREA®

NTT DATA, KYOWA EXEO CORPORATION, and Fuji Electric Co., Ltd. started ECONO-CREA®, their joint cloud service for electricity retailers, from March, 2016.

Customers

- Special high-voltage users
- High-voltage users
- Low-voltage users
  - Company
  - Individual

Electric company

ECONO-CREA

NTT DaTa EXEO FE 富士電機 Innovating Energy Technology

Functions expanded

- CIS
- Demand management
- Portal
- Electricity trade

Accelerated through collaboration with startups

Related organizations and institutes

- Transmitter/Distributor
- Wide-area operator
- Exchange
- ...

Features of ECONO-CREA

Cloud service integrating the strengths of NTT DATA, KYOWA EXEO, and Fuji Electric

All-in-one service offering **functions needed** for electricity retailing, **currently used by more than 50 companies**

For future expansion of electricity businesses, **functions featuring differentiation from competitors** are added as needed

Result-based revenue-sharing fees and expandable and flexible architecture enable **IT investment depending on business scale**

Optional services for **business startup consultation, BPO,** etc.

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Concept of ECONO-CREA®

As a platform provider, ECONO-CREA aims to implement an ecosystem that can create a variety of collaborative economic areas based on electricity businesses supporting social infrastructure.
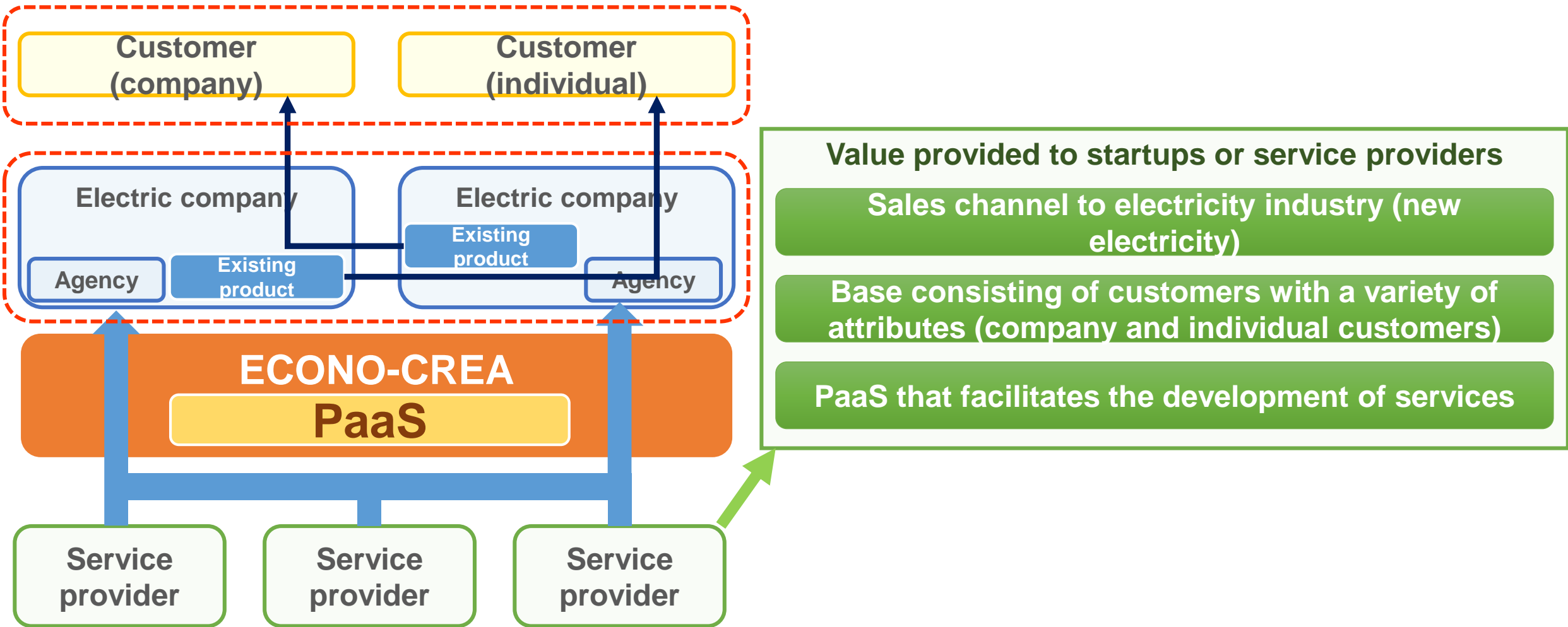

ECONO-CREA®

was formed from three keywords:

ecosystem (collaboration among businesses), **economy** (economic areas), and **co-creation**.
This name is a reflection of our picture of the future: Creating collaborative economic areas through collaboration among businesses.

NTT DaTa

ECONO-CREA® platform

The ECONO-CREA platform provides startups with a sales channel, a broad customer base, and PaaS. A variety of services offered through collaboration with startups will allow them to be highly appreciated by electric companies.

| Customer (company) | Customer (individual) |

Electric company — Existing product — Agency
Electric company — Existing product — Agency

ECONO-CREA
PaaS

Service provider
Service provider
Service provider

Value provided to startups or service providers

Sales channel to electricity industry (new electricity)

Base consisting of customers with a variety of attributes (company and individual customers)

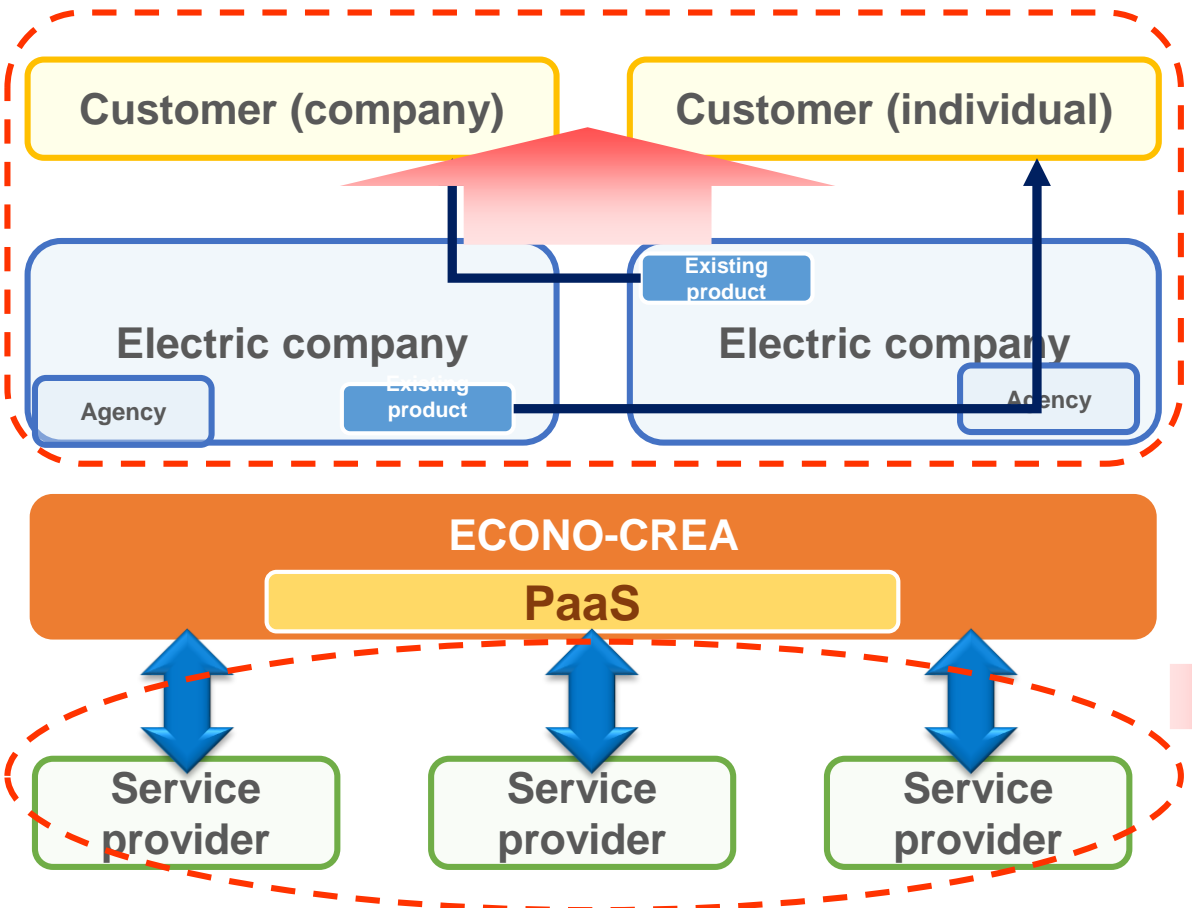**PaaS that facilitates the development of services**

4

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Solicited ideas

NTT DATA solicits technologies and ideas for services for electric companies and services for companies and individual customers.

WG will be created with electric companies

Customer (company)

Customer (individual)

Electric company

Existing product

Agency

Electric company

Existing product

Agency

Continue to create services that will change the electricity industry and society

ECONO-CREA

PaaS

Service provider

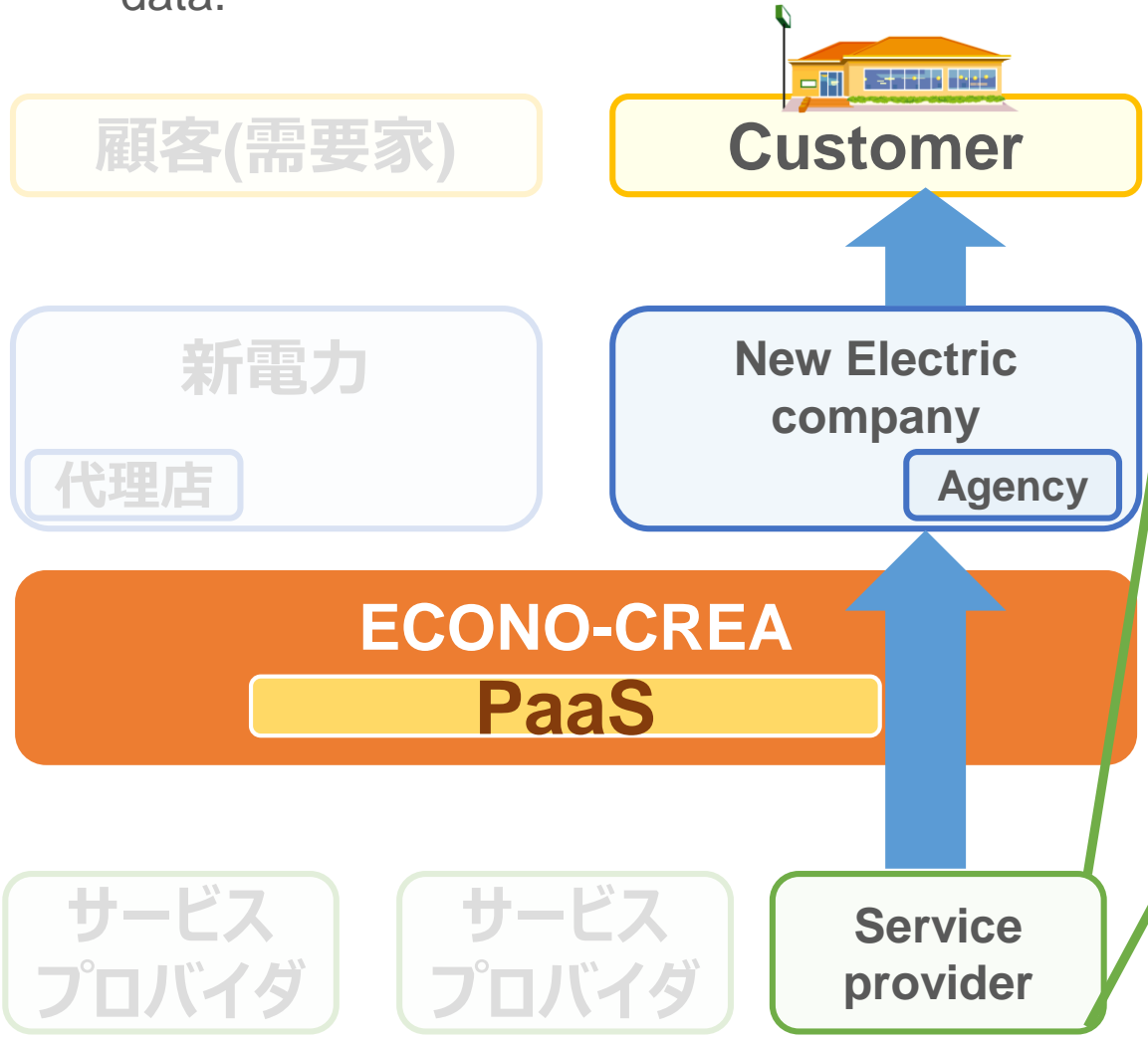Service provider

Service provider

[Invited ideas]
♦ **Services for electric companies:**
  AI, CRM/SFA, facility monitoring, etc.
♦ **Services for companies and individual customers:**
  xEMS, IoT, Fintech, robot, etc.

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Example of collaboration with service provider through ECONO-CREA® at Sassor

ELP (Energy Literacy Platform) service provides power consumption management services for companies (small-scale stores) and households, and visualization/analysis services utilizing sensor data.

顧客(需要家)

Customer

新電力

代理店

New Electric company

Agency

ECONO-CREA

PaaS

サービス
プロバイダ

サービス
プロバイダ

Service provider

Won a prize in the contest presented by From the Port of Toyosu in 2015

ELP for Biz
事業者向け消費電力管理サービス

主に飲食店、小売店、オフィス向けに提供している消費電力管理サービス事業。

電力データを分析し、消費電力削減と業務オペレーションを最適化する。

ELP for Home
家庭向け消費電力管理サービス

一般家庭向けに提供している消費電力管理サービス。

電力データを分析し、世帯ごとに節電のためのアドバイスや分析レポートの配信を行う。

6

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ECONO-CREA