

Vaasan Sähkö Oy seeks improved customer insight and operational efficiency with Uilitytics

The Finnish energy provider Vaasan Sähkö Oy is the second customer to sign up for Uilitytics, a new analytics service for the energy market delivered by Enoro. This contract follows quickly the first Uilitytics contract made in December by the Finnish energy corporation Loiste Group. Vaasan Sähkö Oy plans to use the energy data analysis for empowering the entire sales team.

Uilitytics was introduced in response to the intensively competitive energy market. A more diverse group of emission conscious consumers demand more choice and information. Uilitytics uses big data to create insights from energy consumer behavior aiming to increase the competitive edge of energy utilities.

Uilitytics is offered with a subscription-based model for software as a service with low monthly cost, open pricing and is directly available on www.uilitytics.com.

Vaasan Sähkö Oy participated in a beta program and was convinced about Enoro's commitment to long-term development. Vaasan Sähkö Oy looks for business value thru timeliness of data and accurate analysis.

"Our main reason for subscribing to Uilitytics is related to the timeliness and accuracy of data analysis. We have had implementations for some of the use cases, but their value has been reduced for two reasons. First, some of them have required so much manual work that we have only done them a couple of times a year. Regarding other use cases, the analysis has never been real-time, and you always had to wonder whether it represents the latest status. With Uilitytics, we can democratize the data analysis for the entire sales team and we know the data is always up to date.

Tight co-operation with the Uilitytics team and incremental development of the service during the beta program were clear indications for us about Enoro's commitment to develop the service in long-term." says Olli Arola, Business Unit Director at Vaasan Sähkö Oy.

"We are delighted to welcome Vaasan Sähkö Oy as the second Uilitytics customer, and we are encouraged to see such quick uptake of the service. Uilitytics is an innovative solution focused on helping energy companies to compete in the market place. By providing energy consumer insights, profitability overviews and detecting new market opportunities, Uilitytics brings more competitive edge into energy businesses," says Anders H. Lier, President and CEO of Enoro.

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About Vaasan Sähkö Oy

Vaasan Sähkö Oy is a Finnish energy corporation providing its customers with heat and electricity. Majority of the energy procurement is done by own production and energy production thru production unit shares. Subsidiaries of Vaasan Sähkö are Vaasan Sähköverkko Oy and Ravera Oy. The city of



Vaasa own 99.9 % of groups shares. Vaasan Sähkö Oy has **95,000** customers. In 2014, the total revenue comprised 110 million Euros.

About Enoro

Enoro develops and delivers software solutions and services to make energy markets better in the Nordics, Central Europe and beyond. With nearly 25 years' experience and more than 250 employees we have a unique industry experience. More than 400 companies in Europe use Enoro's solutions daily to enhance their operations and 15 million energy customers rely on data from Enoro. Enoro's energy data management systems draw on a deep understanding of the energy trade, regulatory environment, IT systems and business processes. www.enoro.com