

Product Information

EVI®

*The CRM-software
for energy providers*



»EVI-CRM offers an innovative, integrated, and cross-divisional working platform. It is our basis for a successful sales process – across our Group!«

Juergen Weidenbacher
Department Head of
Operation and Application
Stadtwerke Augsburg Energie GmbH



Von hier. Für uns.
Stadtwerke Augsburg
Energie, Wasser, Verkehr.

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Your advantages with EVI:

- Supply of the required data in all business processes.
- Consistent information and communication platform.
- Up to 80 % faster business processes due to automatic procedures (workflows) for a fast, comfortable, and flawless working.
- Up to 90 % time and cost saving in the information research.
- Pre-configured, practice-proven business processes minimize implementation time and reduce costs.
- Data integration at the highest level.
- Sustainability due to modern technology.
- Satisfied employees.

Be Successful with EVI-CRM!

The energy markets and their customers are becoming more demanding every day. Many providers positioned themselves throughout Europe.

In this context, requirements on economic and customer-friendly sales, marketing, and quality processes increased clearly.

With quick decisions and a perfect organization of your business processes, you are heading for the road to success.

The leading companies' recipe for success states: »It does not matter which way the wind is blowing – successful is who sets the sails right!«

EVI, our software for energy service providers, offers an ideal support to the realization of your market strategy. Specialized in the optimization of business processes and customer relationship management (CRM) in the energy industry, it is professionally focused on the industry requirements and flexible regarding the realization of your individual requests.

Convince yourself:

EVI creates more efficiency in your sales department, an optimal support of marketing campaigns, and allows a strong performance in customer service.

As a central working platform, EVI accompanies your product and quality management with non-stop, lean processes.

CURSOR is one of the leading providers of solutions for business process management and CRM. Profit from 25 years of CRM experience! The great user community develops EVI further – together with us.

Come on board and convince yourself: EVI brings a breath of fresh air which ensures more success in sales, marketing, and service!

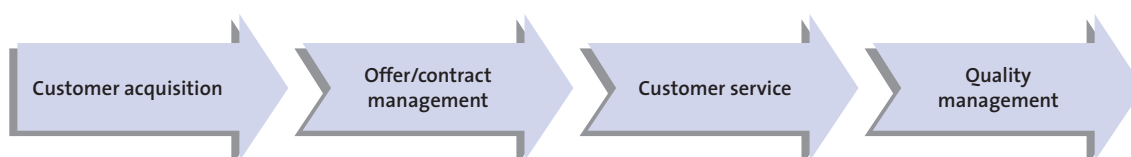
Yours sincerely,



Thomas Ruehl
CEO



EVI optimizes your business processes within the whole value chain:



EVI-CRM: For all Customer Groups

EVI assists in accomplishing tasks automatically, and therefore fast and flawless – e.g. in the private client support. At the same time, it is your perfect solution for the individual support of business clients and partners.

EVI-CRM Fits from the Beginning:

EVI is geared exactly to the requirements of the energy market, which saves time and costs and increases the acceptance by the user.

EVI is capable of smooth handling of all customer groups, e.g. special contract, commercial, bundle, and private customers.

EVI is suited for all fields (electricity, gas, water, district heat, waste disposal, telecommunication etc.); therefore, the system can be adjusted to the changing market conditions, and thus ensures future security.

EVI comes with an exceptionally flexible integration concept for a problem-free integration into your existing systems.

EVI can be implemented fast and with a manageable amount of effort.

EVI-CRM Sets New Standards

Java-based and equipped with an innovative business-partner model, EVI sets new standards regarding technology and function. The sheer unlimited scalability and integration flexibility enables EVI an optimal adaptation to the dynamic demands of market trends and the development of your company.

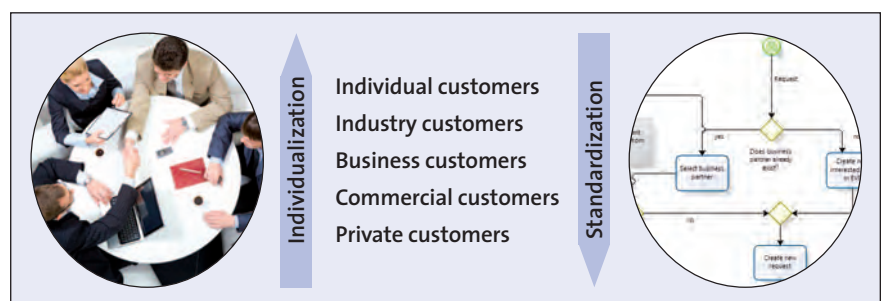
Your Central Platform for Sales Success

Processes such as offer and contract management will be optimized. Particularly important: the convincing, uniform communication with customers, interested parties, and market partners. EVI supports extensively – from personal communication to the usage of the internet as a sales channel. This saves resources, simplifies workflows, and tasks can be carried out faster.

EVI-CRM – the Best Business Solution

Our performance and success with EVI as the leading solution were rewarded with the independent CRM-Award:

»Best business solution in the field of customer and information management in the energy industry,« the experts said. Within the range of software-certification, CURSOR already successfully met the requirements several times.



EVI offers flexibility for all customer groups and branches: From individualization to standardization – EVI fits.



»We made exactly the right decision with EVI-CRM. This has become apparent by the solution's flexibility and the costs.«

Holger Ruppel
Head of Sales Department
ovag Energie AG, Friedberg



Efficient Use of Resources: Winning New Customers

A systematic CRM and business process support is essential in the business customer domain. Whether offer or contract management, customer value analysis or sales controlling: tight margin elbowroom request fast, flawless workflows, and optimal information transparency.

Practical Example: **New Customer Attraction and Customer Value Analysis**

Stadtwerke Chemnitz organizes sales and customer attraction in the area of major and special contract customers throughout with EVI. About one third of their total proceeds come from business clients who are not located in their network area.

Dijan Kalew, responsible for Sales and Purchase Controlling in the area of Customer and Markets at Stadtwerke Chemnitz: *»Our business processes are supported extensively. Our experiences are throughout positive; revenue and outcome improved noticeably.«*

A module for customer value analysis allows optimal resource management: Business clients are separated into the categories (A-B-C analysis). Dijan Kalew: *»On the basis of the value analysis, we can plan, split, and monitor budgets and capacities. Customers profit from a support which is perfectly oriented on their requirements.«*



Practical Example: **Major Customer Sale and Support**

For approximately 80 employees in the major customer sales of WSW Energie & Wasser AG, EVI is the central working platform. The solution offers a uniform view to the clients and interested parties. The extensive process automation – e.g. smooth integration of quotation costing with AnKa-Fix in the offer and contract management – provides high work efficiency.

Thomas Wahle, Coordinator of Sales, Application Software, and Reporting System at WSW Energie & Wasser AG:

»The big advantage is that the information is available cross-linked. All employees have the same view to the clients and are aware of every detail. Whether on holiday, sick or personal changes - there is no cut in the support.«



Success factor customer nearness: With EVI, you can shape your business relations individually, personally, and successfully.



»Automated, integrated working processes with EVI-CRM are the recipe for success in the business customer sales of the future.«

Thomas Wahle

Coordinator of Sales, Application
Software, and Reporting System

WSW Energie & Wasser AG, Wuppertal



Fast Offers – Transparent Contracts

EVI-CRM offers a central working platform for the entire offer and contract management. Due to automation and workflow support, you can briefly create perfect calculated offers error-free. Practically, that saves up to 80 % of the time, and offers a distinct advantage in quality and security.

Perfect Communication Leads to Quality and Competitive Advantages

Requests are answered immediately.
Offers are quickly generated and purposefully followed up – order probability and incoming orders increase.
Complaints are processed instantly and solved quickly.
Emails, internet, fax, letter, telephone – the integration of all communication channels allows information and communication around the clock.
Important information is transparently available for your employees.

Practical Example: Calculation Software

EVI-user Staedtische Werke Aktiengesellschaft Kassel (SWK) utilizes the integration of their calculation software in the offer and contract management. The data of interested parties are transferred via interface. The calculation tool determines offer prices on the basis of load curves, price forward curves, network charges, customer related costs, and target margins. All cost estimate values are automatically transferred back, and with EVI, the completed contractual offer will be compiled in a few steps.


Samuel Kramann, Key Account Manager in External Sales at Staedtische Werke Aktiengesellschaft Kassel (SWK): »The integrated contract calculation leads to an enormous acceleration of our business processes.«



Practical Example: Contracting

Contracting specialist LuxEnergie S.A. accelerates their workflows in the support of large- and small-scale plants with automatic, preconfigured workflows – in the customer and interested parties management, document management as well as within the compilation and administration of offers (including calculation), and contracts. Also at the planning and construction of the plant, imaging of the construction file, service contracts, and operation and maintenance, all processes are controlled and monitored with EVI.



A portrait of Paul Weis, a man with short brown hair and glasses, smiling. He is wearing a grey pinstripe suit jacket, a light pink shirt, and a striped tie. The background shows a modern building with large glass windows and some greenery.

*»The CRM solution EVI is the center
of the business life for our market-oriented
contracting.«*

Paul Weis
General Manager
LuxEnergie S.A.,
Luxemburg

LuxENERGIE

Complete Handling of all Customer Service Processes

EVI-CRM offers to employees in the customer service a clear user interface and an easy handling.

All important information related to the customer is immediately evident, processes in the daily business are supported quickly and reliably.

That way, customers receive the desired services with a high quality – from information and documents to offers and contract customization.

Current and historical operations are transparently traceable – so that replacements (e.g. holiday replacements) can help and do not need to put the customers off. Complaints can be processed instantly with EVI and many problems solved immediately.

Practical Example: Relocation

In the daily business, a high number of move ins and outs have to be processed in the service area – a so called mass process, where you can obtain high cost savings with standardized, automatic processes.

As a central working platform, also in the service center, EVI supports the fast and case closing handling – workflow-based, including the access into the accounting system. The workload on your employees will be reduced significantly, and customer satisfaction will be encouraged with instant and faultless service.

Andreas Zinn, CRM Administrator at ovag Energie AG: »The workflow *customer switching* allows an efficient switching process. The complex operation is processed centrally in EVI - standardized, quickly, and case closing.«



Customer-Oriented Product and Quality Management

With the support of EVI, you use customer information and complaints in order to improve product and service quality. On the way from the idea or rather from the individual solution to the successful mass product, EVI supports each information and communication process. You maintain an overview of all current project status and classification numbers with your EVI management cockpit.

The sustainable improvement of the customer relationship is integrated in many operations. You get faster from idea to success. Besides the improvement and extension of your service offer, you achieve an important impact on increasing of the customer satisfaction and customer loyalty. Whether new electricity rate for private customers or a complex product for business customers – is there something better than a product, in which you can find your own ideas and desires?



Von hier. Für uns.

Stadtwerke Augsburg

Energie, Wasser, Verkehr.

EVI at the customer center from Stadtwerke Augsburg: The employees receive all information and assistance which are necessary for a smooth procedure.

Winning New Customers and Customer Service via Internet

The extension of sales channels to the internet opens up a series of new possibilities in customer communication. For this reason, the internet achieved the biggest growth rate as an energy company's sales channel in the last years. Customers can be reached with any topics, also the interactive ones.

EVI-CRM: Fully integrated and automated. From internet login to the switching process and contractual documents.

EVI supports you in winning new customers extensively, besides your already established service area. With the integration of internet portals, e.g. Verivox or your own homepage, data of interested parties get directly into the CRM system. Contracts can be compiled and communication processes can be arranged without manual intervention and further intermediate steps.

Exploit Optimization Potential

Decrease of the manual work performance - depending on the degree of integration - up to 50 %.
Speed-up of the business processes up to 30 %.
Convincing employees.
Any customer information is available centrally.
High user productivity through intuitive handling.
Portal technology makes knowledge available at all points of contact.
Manual effort and errors will decrease through automatic system and data integration.
Follow-up processes will be initiated automatically;
operations can be controlled and monitored easily.

The screenshot displays the EVI CRM software interface. On the left, there is a sidebar with navigation options like 'Workflows', 'Main Menu', 'Quick Searches', 'Activities', 'Quote', 'Installation', 'Supply', 'Location', and 'Contact Person'. The main area shows a 'Welcome John Smith' message and a news feed with articles about UK manufacturing, Eurozone PMI, and China's manufacturing activity. A blue arrow points from the 'Quote' section in the sidebar to a 'Quote' window in the main area, which displays a progress bar for 'Offers / 2012 according to status'.

The energy portal: registration for energy delivery

Sample Company
Berggasse 13
12345 Sample City
Tel: +1 2345 - 7890
Fax: +1 2345 - 7890
info@samplecompany.com
www.samplecompany.com

Email: j.tauche@sample.com

Selection: ☒ Mrs. ☐ Mr. ☐ Fam. Title:

First Name: Johann Last Name: Tauche Dr.

Street: Rindheimer Allee Number: 12

ZIP Code: 35290 City: Gießen

Prefix: 0641 Phone No.: 9801834

Date of Birth: 14.11.1973

Desired Rate: PRIVAT PLUS ☒ 8.000-8.000 kWh

Annual Amount: 60000 Counter Number: 98001234

Previous Provider: DuTE GmbH Customer Number: 123030704912

Previous Fee in Euro: 52.00 Start of Delivery: 01.04.2010

Account Holder (if different): Karsten Tauche Account No.: 1088220482

Bank Code Number: 57010000 Bank: Bank Gießen

Billing Address (if different):

Street: Number:

ZIP Code: City:

Quote

Offers / 2012 according to status

quote created (8)

quote accepted (55)

quote in progress (43)

quote dispatched (13)

quote refused (4)

Direct communication from your web portal to EVI.

Better Results with Customer Segmentation and Customer Card

With customer-value-oriented marketing, everyone is concentrating on the areas with the highest earnings potential. With the help of customer segmentation, you support customer loyalty programs, surveys, and statistical analysis, cross-selling campaign, events, and many more activities.

As an example, information about support effort, consumption, and purchase patterns (profitability) is used for segmentation.

Practical Example: Customer Segmentation

EVI-user Stadtwerke Augsburg divides their private customers into several clusters (groups) with defined characteristics, which have to totally uncontroversial names of Roman gods. Using this information, marketing campaigns are oriented purposefully.

Result: Cost savings through minimization of divergence loss, considerably improved return and success, and discharge of the customers from unnecessary commercials. At a marketing event for natural-gas cars for example, the relevant target group could be limited to 10,000 addressees – from a total number of 140,000 private clients.



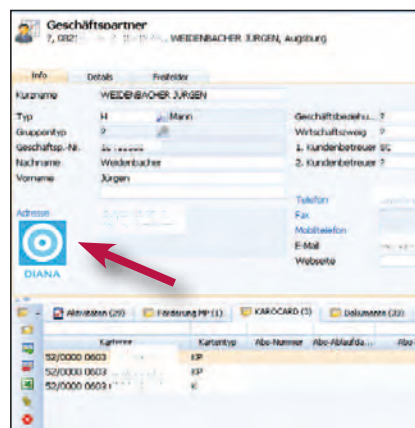
Practical Example: Customer Card

Stadtwerke Augsburg utilizes the multi-application card KAROCARD with the segments market partner, e-ticket, and payment function (KAROPay) as a central customer loyalty instrument.

EVI takes over the junction of the information from the accounting systems, as well as the integration of the card management system.

Juergen Weidenbacher, Head of Processes and Applications at Stadtwerke Augsburg:

»With this connection of the systems, the one-customer view is guaranteed for the employee in the sales and customer center of energy and transport.«



EVI supports visually:
Information is displayed graphically.



»Customer segmentation is an important element of our entire CRM strategy. Integrated into a group-wide solution, which contains the division public transport and our innovative customer card ›KAROCARD‹, too.«

Dr. Roger Weninger
Managing Director Customer Service
Stadtwerke Augsburg Energie GmbH



Stadtwerke Augsburg

Von hier. Für uns.

Energie, Wasser, Verkehr.

More Profit with Goal-Oriented Marketing Campaigns

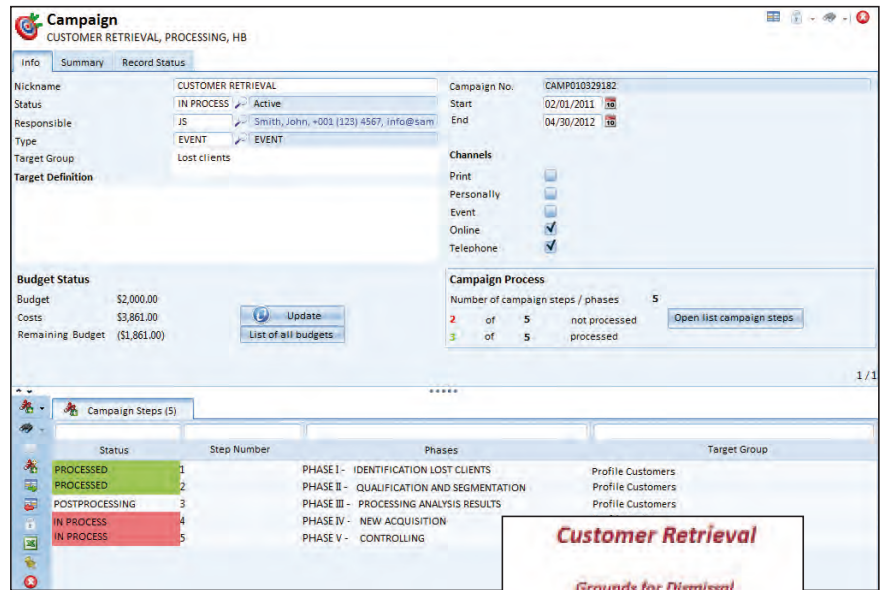
Especially today, winning back customers is more important than ever. It provides a calculable profit. An automated operational process supports the realization.

Practical Example: Customer Retrieval

EVI supports the retrieval of profitable ex-customers – workflow-based and with preconfigured business processes. The calculated values are represented graphically in EVI.

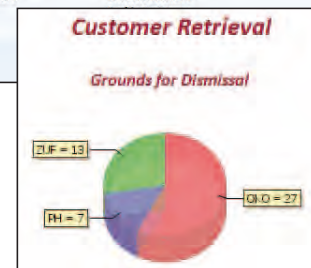
EVI-CRM Supports Extensively

- Automated and non-stop handling.
- Key data oriented measurement of customer retrieval.
- Analysis of the cause of customer migration.
- Increased turnover through customer segmentation.
- Quick overview of success and benefit from customer retrieval.



Aims of Customer Retrieval

- Preservation of future migration.
- Avoidance of acquisition costs for lost clients.
- Reduction of negative publicity.
- Sustainable quality management of customer relationships.



Valuable customer retrieval as an example of integrated quality management.

Up to 80 % Time Saving Due to Automated Processes

EVI-CRM is your perfect solution for the optimization of business processes in the day-to-day business. Often, paper-based procedures, information islands, and system interruptions represent dangerous pitfalls.

Thereby, processes are slowed down again and again, quality and speed suffer, and unnecessary costs arise. You can solve this problem confidently with EVI.

Automated Processes

In daily practice, the required data for contracting often have to be compiled manually. Partly they are paper-based, notes, emails, or in electronic format in different systems.

EVI is much better for business: You work with a very user-friendly interface which provides all necessary information. From EVI, you can create offers and contracts with a few clicks.

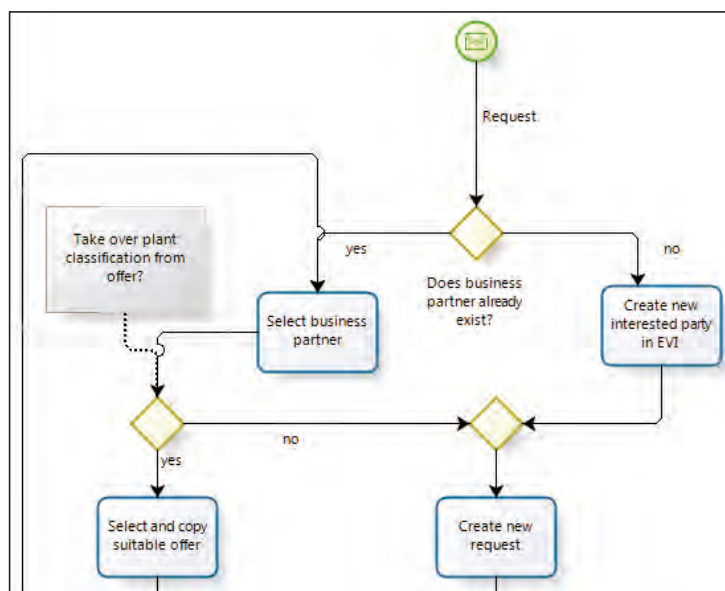
Organizing Business Processes with Workflows

Aim of the workflow support in EVI is to ensure that each upcoming task reaches the right employee at the right time and he/she receives the information needed. Accordingly, processes can be automatized and executed efficiently.

There is no detailed process knowledge required at the handling of workflows. Even e.g. employees in the call center, who just know their part of the job, can work on complex operations. Each next step is given by the workflow and passed on to the right co-worker.



Task completed! Quickly, safely, successfully – thanks to EVI.



Business process: Offer and contract management (extract). Automatic processes in EVI assist you in working on routine tasks quickly and flawlessly.

Consistent Information and Communication Platform

EVI-CRM integrates your IT-systems – your foundation for optimized business processes. Due to 100 % data availability, smooth processes without media disruption are finally guaranteed.

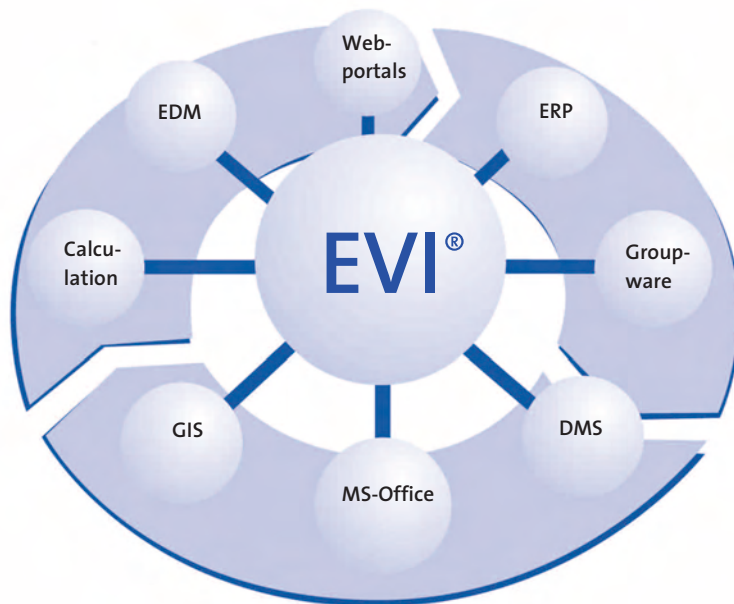
Any information from classic energy industrial systems like ERP, calculation, EDM, prognosis etc. is available as needed.

Cutting-Edge: Integration with Web Services

Web services provide currently required information immediately – long searches are no longer necessary. Web services are used in e.g. the management of support tickets in the customer service, address validation, rating inquiries as well as queries for network charges in the offering and contracting process.

EVI Connects Your IT Landscape Optimally in the Processes:

ERP, e.g. SAP (IS-U, SD, R/3, PM); Wilken (CS/2, ENER:GY); rhenag (LIMA)
Groupware, e.g. Microsoft (Outlook); IBM (Lotus Notes); Novell (Groupwise)
Calculation systems, e.g. KISTERS (AnKa-fix, PREMO); ENERKO (EnSupply, Ikarus); robotron (ecount); soptim (VIS); Klafka & Hinz (FirstSale); PSI (Merkur); AVU (KEK)
DMS, e.g. EASY (EASY Archiv); IXOS/OPEN TEXT
MS-Office (Excel, Outlook, Word)
GIS, e.g. INFOGRAPH (GIS Mobil); INTERGRAPH (Interstorm)
EDM, e.g. Siemens (Sat-Prophet); KISTERS (BelVIS); PSI (Merkur); robotron (*ecount); Klafka & Hinz (FirstNET); soptim (NEM, NZM)
Web portals, e.g. ITC (Power Commerce); IFS (EDX-D); SOAP
Telephone systems with JTapi function



EVI integrates your IT systems and creates a consistent information and communication platform in the company.



*»EVI offers a 360-degree-view on our clients.
The application accompanies and quickens all relevant
processes, for example the handling of requests.
The varied analysis possibilities support moreover the
management at the strategic supervision of business.«*

Volker Specht
Special Sales & Consulting
Koblenzer Elektrizitätswerk und
Verkehrs-Aktiengesellschaft (KEVAG)



EVI-CRM: Your Perfectly Fitting Solution

With the help of design tools, you can adjust EVI to your individual requirements – completely without programming skills.

The range of possibilities stretches from simple renaming or hiding of form fields to designing your own data tables and forms which are not included out of the box EVI.

The **data designer** considers all necessary specifications for the use of your own tables in EVI. That way, you can concentrate on your business requirements; EVI completes your fields automatically.

The **form designer** allows the individual redesign of EVI standard masks or the design of new forms. For this purpose, you pull per drag & drop the previously defined fields of an entity to the desired location or insert new data tabs for a new information structure.

With the **workflow designer**, you can create tailored templates on the basis of your business processes. It does not make any difference if an operation is done by an employee without interruption or if multiple temporarily separated tasks have to be executed by several persons.

More details?

Further information about EVI:

- EVI features description
- Customer reports
- System requirements

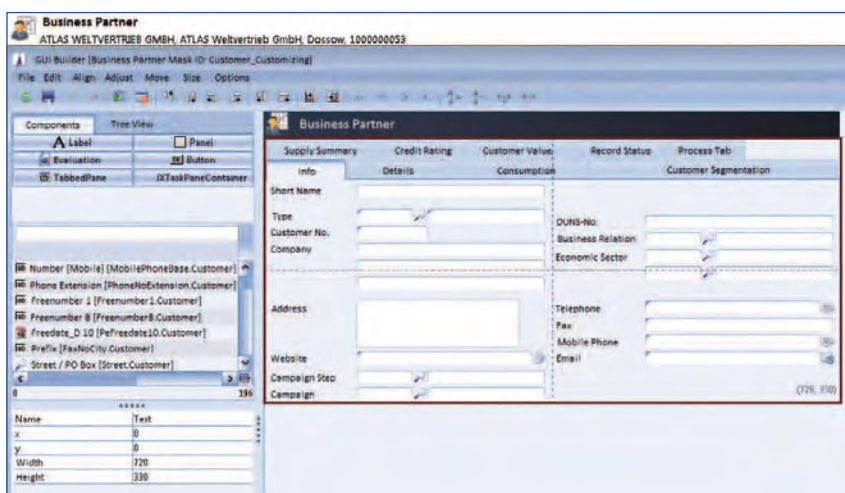
The documents are also available in the internet at www.cursor.de/infomaterial

Additional languages?

EVI is available in the following languages:

- German
- English
- Italian
- Slovenian

Further translations on request.



The form designer ensures the individual redesign of EVI standard masks or the design of new forms.

On the Road to Success with Perfect Business Processes!

suggestion for priorities:
A = short term solution
B = solution in 1 - 2 years
C = long term solution
n = no significance

Topics	Priority	
	Power	Gas
Europe-Wide Acquisition of New Customers		
Acquisition of new customers		
Management of prospective customers		
Integration of all sales channels		
Concerted/Value-Oriented Sales Approach		
Evaluation of customer value and customer segmentation		
Customer Service		
Quotation-/contract management for energy delivery		
Quotation-/contract management for energy-related services		
Purchase information		
Complaint management		
Demand management		
Campaign management		
Contract termination management		
Customer approach and consulting, cross selling		
Measurements for customer loyalty		
Customer service processes in customer care center		
Customer Win-back		
Based on valuation and segmentation		
Quality management		
Market Partners Management		
Allocation of information		
Determination of provision		
Metering point service provider		
Contract and Product Innovations		
Individual products for different customers		
Further Functions		
Business process management (BPM)		
Enterprise application integration (EAI)		
Reports/business intelligence (BI)		
Online forms integration		
Integrations		
Document management, ERP, EDM, GIS, groupware, calculation, MS-office, web portal		

A Selection of Our References in the Energy Sector:



More than 15,000 users in different branches trust in CURSOR solutions:

- Banks & financial service providers
- Service providers
- Energy (sales and network)
- Health care
- Industry
- Mineral oil and lubricant trade
- Associations, chambers, and non-profit organizations

Profit from the experience and safety of a great user community. We will gladly provide the contact with other users.

How can we support you with more information?

An EVI performance description, technical information, sector references as well as further information are ready for you. We are looking forward to further conversations!

Test the industry independent solution CURSOR-CRM Web at www.cursor.de/mobil, now!



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