



Leveraging Technology to Expand Energy Products and Enhance Customers' Lives

C2M / CX





AGENDA

1. Who is Celsia
2. Celsia at a Glance
3. Red Clay at a Glance
4. Utilities are Focusing on...
5. Business Drivers
6. CIS Vision
7. CIS Roll-outs
8. Lessons Learned

Who is Celsia?



- Energy Company from *Grupo Argos*
- Present in four sectors of the business
 - Generation
 - Transmission
 - Distribution
 - Retail
- Multi-Company with Multi-Currency
- Headquartered in Medellin - Most innovative city of the world
- Culture of exceptionalism



A customer centric company

“Customers have the potential to disrupt the market in even greater ways than competition has”

A Client-centric Sales Force

Relentlessly design of our systems, policies, procedures, and processes from a customer’s engagement perspective.

Rise of Big Data Spurred a New Focus on Customer Centricity

Digital Transformation at all levels

Culture is our Priority

Customer-centric mindset into the DNA of the company

Fostering Innovation

Sustainable innovation culture through the involvement of all teams

Decarbonization



Digital Transformation



Sustainable Cities



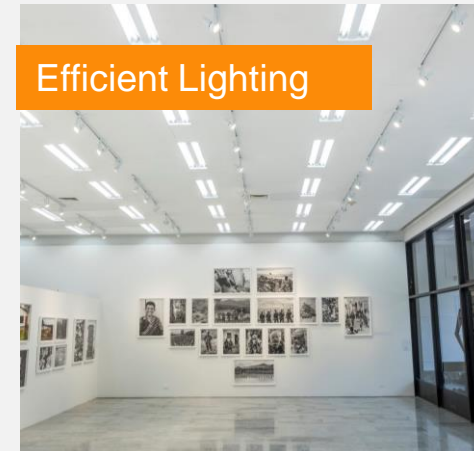
Solar Retail



Electric Mobility







Efficient Lighting

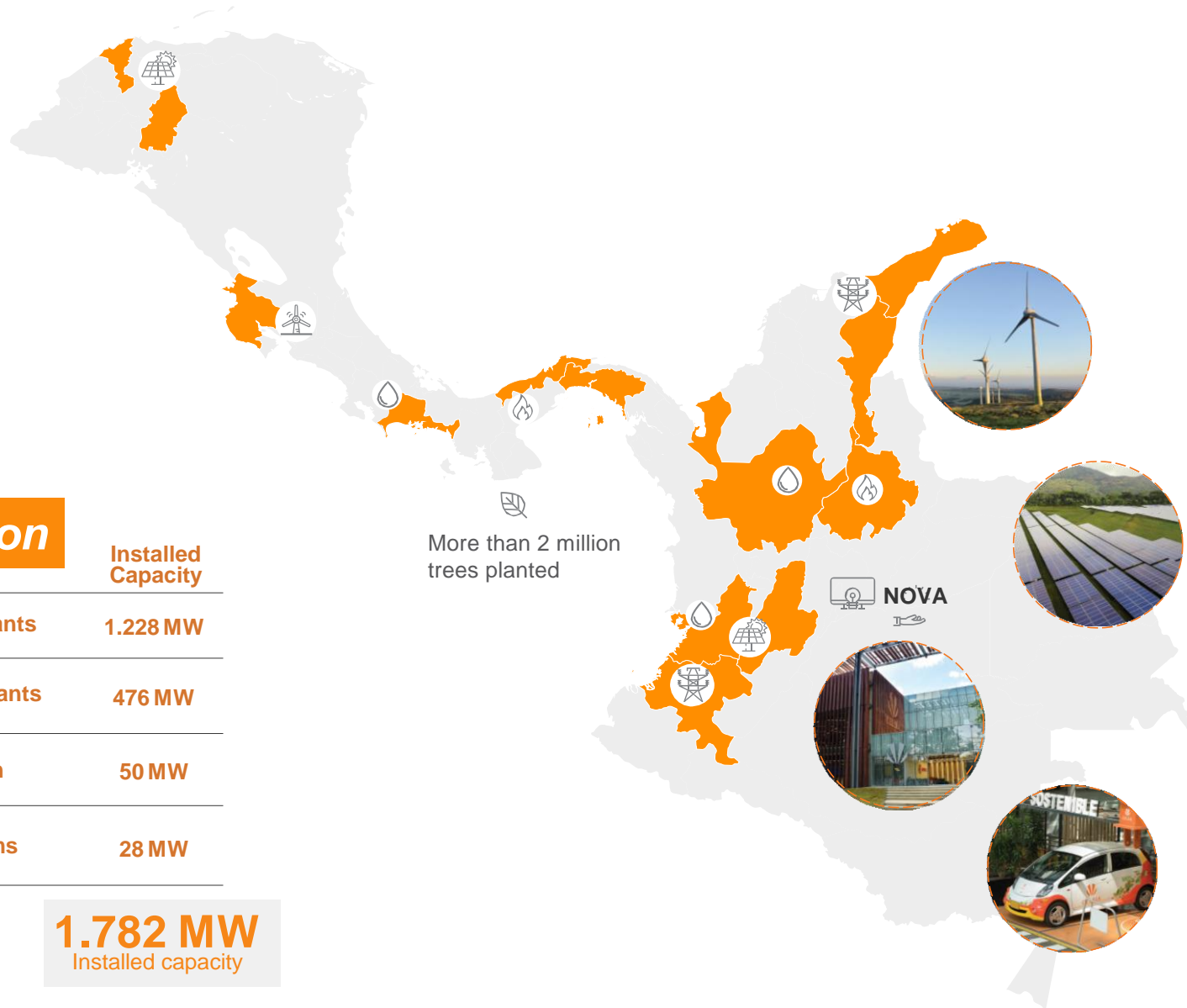


Celsia at a glance

Generation

	Installed Capacity
 21 Hydro plants	1.228 MW
 3 Thermal plants	476 MW
 1 Wind Farm	50 MW
 3 Solar Farms	28 MW

1.782 MW
Installed capacity









Clients

+1,1 millions

2.293 GWh
Energy sold 2018

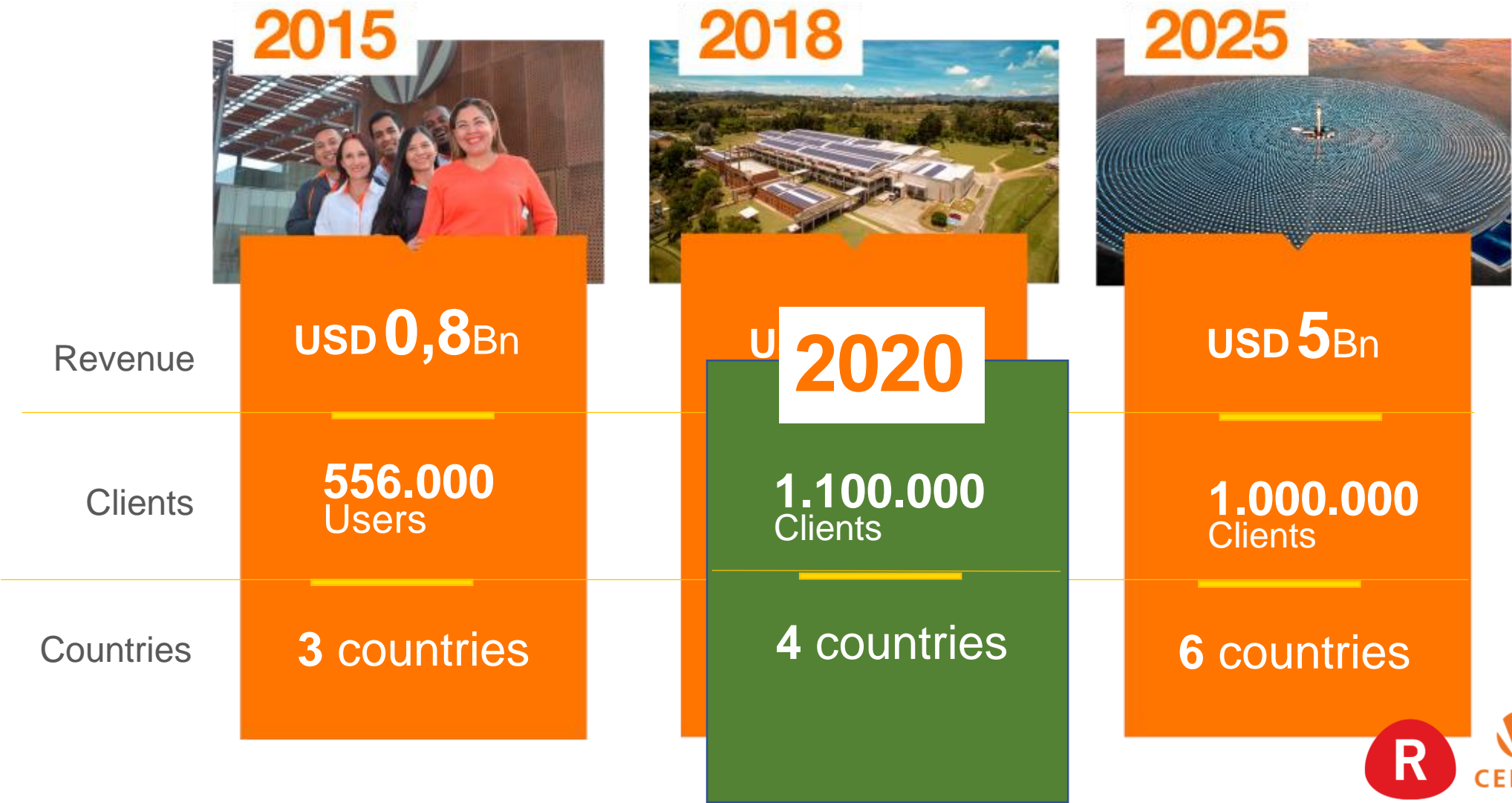
Complementary businesses

-  **7 MW in rooftop solar & small-scale solar projects**
-  **29 MW in rooftop solar under development**
-  **2 district cooling systems in operation**
3 under Development
-  **35 back-up plants operating**
8 in installation
-  **6 efficient lightning projects**
More than 50 sites
-  **15 EV charging stations operating**
26,266 kWh delivered
175,000 kms equivalent



La energía que quieres

2025 vision | MEGA



Red Clay at a glance

Leverage Oracle Utilities Cloud solutions to automate and support critical meter-to-cash business processes.

- 20+ Years of Success
- First Oracle Utilities Customer-to-Meter (C2M) implementation
- Zero Failures

We Help Utilities Confidently Meet the Challenges of Today and Understand the Opportunities of Tomorrow.



La energía que quieres

The Modern Utility Focus:

1. Declining consumption driving to flat or declining revenue, while grid reliability and satisfying Client are a must.
2. Predictable Consumption
3. Evolving Client demands
4. Environmental responsibilities

New revenue streams to make up for flat or declining revenue in a regulated market.



La energía
que quieres

Business Drivers

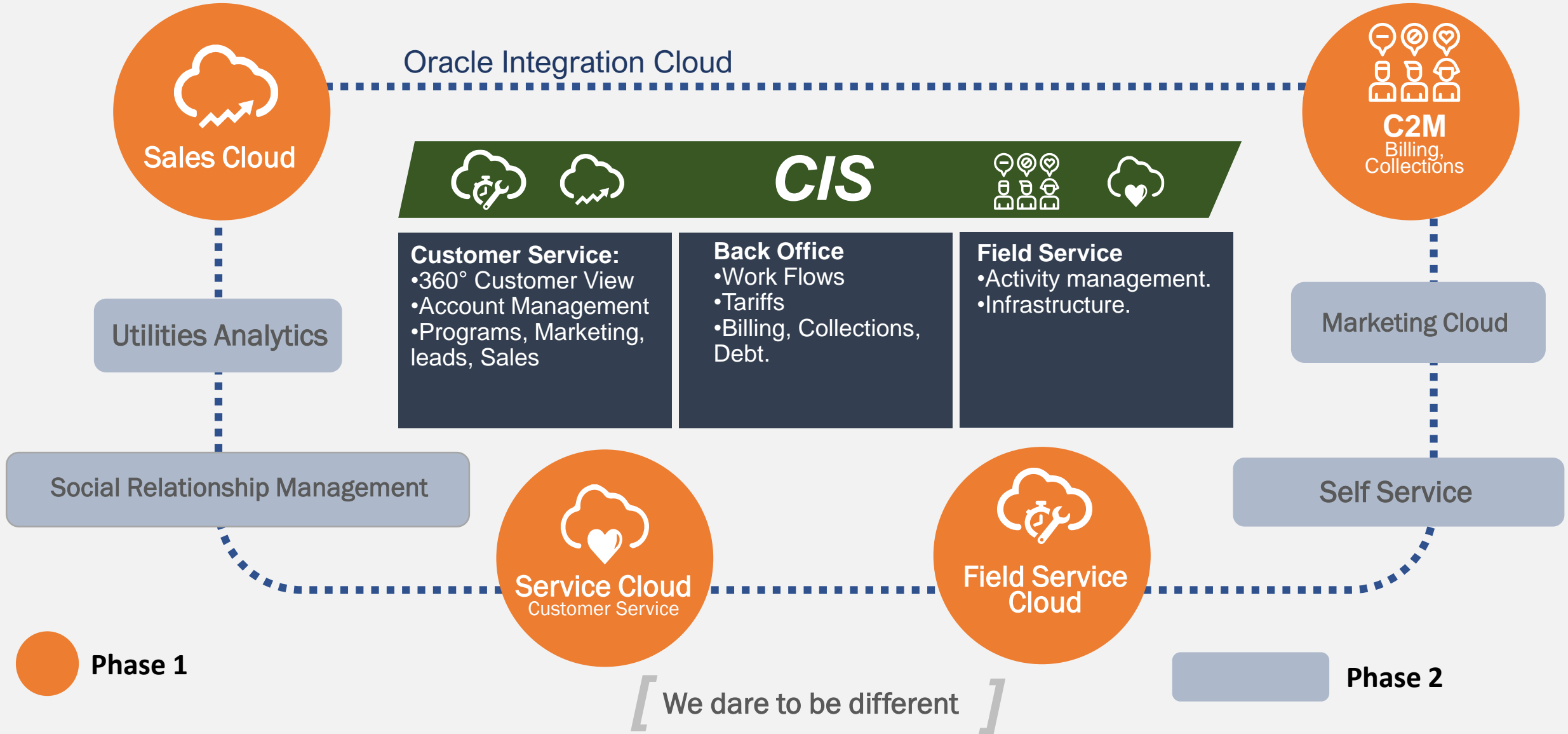
1. The Evolution of Technology
2. Disruptive Technology
3. Exponential Growth possibilities



www.celsia.com



CIS Vision



CIS Roll-Out: Phase I



Solar Energy
(New Product)



Backup Energy
(New Product)



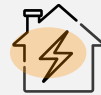
Efficient Lighting
(New Product)



Electric Assets
(New Product)



De-Regulated Customers



Home Portfolio
(New Product)



Energy Solutions
(New Product)



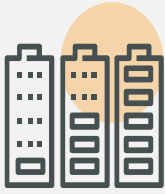
Energy Efficiency
(New Product)



De-Regulated Customers



-
- Conversion of all de-regulated customers from legacy system
 - New Industrial Clients organically grown in the new CIS
 - Opportunities created in Sales Cloud
 - Conventional energy or New Products
 - Dynamic Rate Schedules (Regulator)
 - Billing
 - Multi-format Bill Print Extract
 - Field Activities
 - GL Extract
 - Customer Service
-



Backup Energy

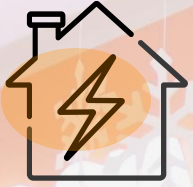


CELSIA

- Evaluates, design and calculates the optimal back-up system
- Invest in the Back-up System
- Install equipment at the client premises
- Performs maintenance and remote monitoring 24/7
- Replace equipment in case of malfunction.

CLIENT

- Pays a monthly fee during the contract term
- Pays for fuel
- Enjoys of an excellent service



Home Portfolio



CLIENT

- Electric Vehicle
- Electric Motorcycle
- Efficient Appliances
- Efficient Electronics
- Backup Energy
- Hogar+
 - Solar Roof
 - Home Charging Stations
 - Efficient Energy

CIS Roll – out Phase I actuals



Scalable Solution

New Markets

- Tolima market

Regulatory compliance

New Products

- Moda Celsia Sales (employees)
- Oransh (Electric vehicles)

Improvements in Operations

- Average Sales time from 30-35 mins a 5-10 min.
- New customer single entry point.
- Quick adoption of new billing rules calculations.
- Newer and better technologies improves integrations with On-premise systems.

Lessons Learned - Business

Change Management

Leverage CELSIA's Change Management culture and tools to properly determine changes to the business.

Regulatory

- Constant monitoring of regulatory changes and evaluation of Project impact

Team Work

- Strengthen team work and communication between implementors and client project team



Methodology

- Early adoption of Oracle Methodology
- Methodology alignment with IT PMO
- Adoption of Oracle Requirements gathering process used in Utilities worldwide

CIS Help Desk

- Improve time and quality



Lessons Learned - Technology

Partner Communication

Maintain a constant communication with Oracle to keep up with evolving solutions/applications being implemented

Oracle Public Cloud

Navigation thru the functionalities

Latest Technology

Implementation of the latest and greatest technology presented some difficulties.



La energía
que quieres

CIS Roll – out Phase II



Data Conversion
(Regulated Clients)



Residential
(Regulated existing and new clients)



Commercial
(Regulated existing and new clients)



Industrial
(Regulated existing and new clients)

Thank you





CELSIA





Solar Energy

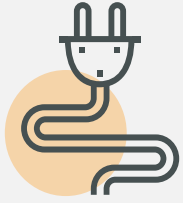


CELSIA

- Evaluates and design customized Solar energy solutions
- Investment in solar panels
- Install equipment at the client premises
- Performs maintenance and remote monitoring 24/7

CLIENT

- Pay for consumption or Pay for generation
- Enjoys of clean energy and excellent service



Electric Assets



CELSIA

- Evaluates and design electric infrastructure
- Investment of all the electric assets required
- Install equipment at the client premises
- Replacement of any assets if required during the contract
- Performs maintenance and remote monitoring 24/7

CLIENT

- No initial investment
- Monthly payment during the contract
- Risk-free in case of failure of any asset
- No need for specialized personnel