

Digitalization in the energy sector – New data based business models

Rotterdam, 20th May 2016

In the course of digitalization clients become more open to share their data



„20 % are willing to share their data for better customer service.“

(Statista, 2012)

„36 % would share it for an equivalent value of 20€.“

(Statista, 2012)



„89,9 % accept digital advertising if they get free content.“

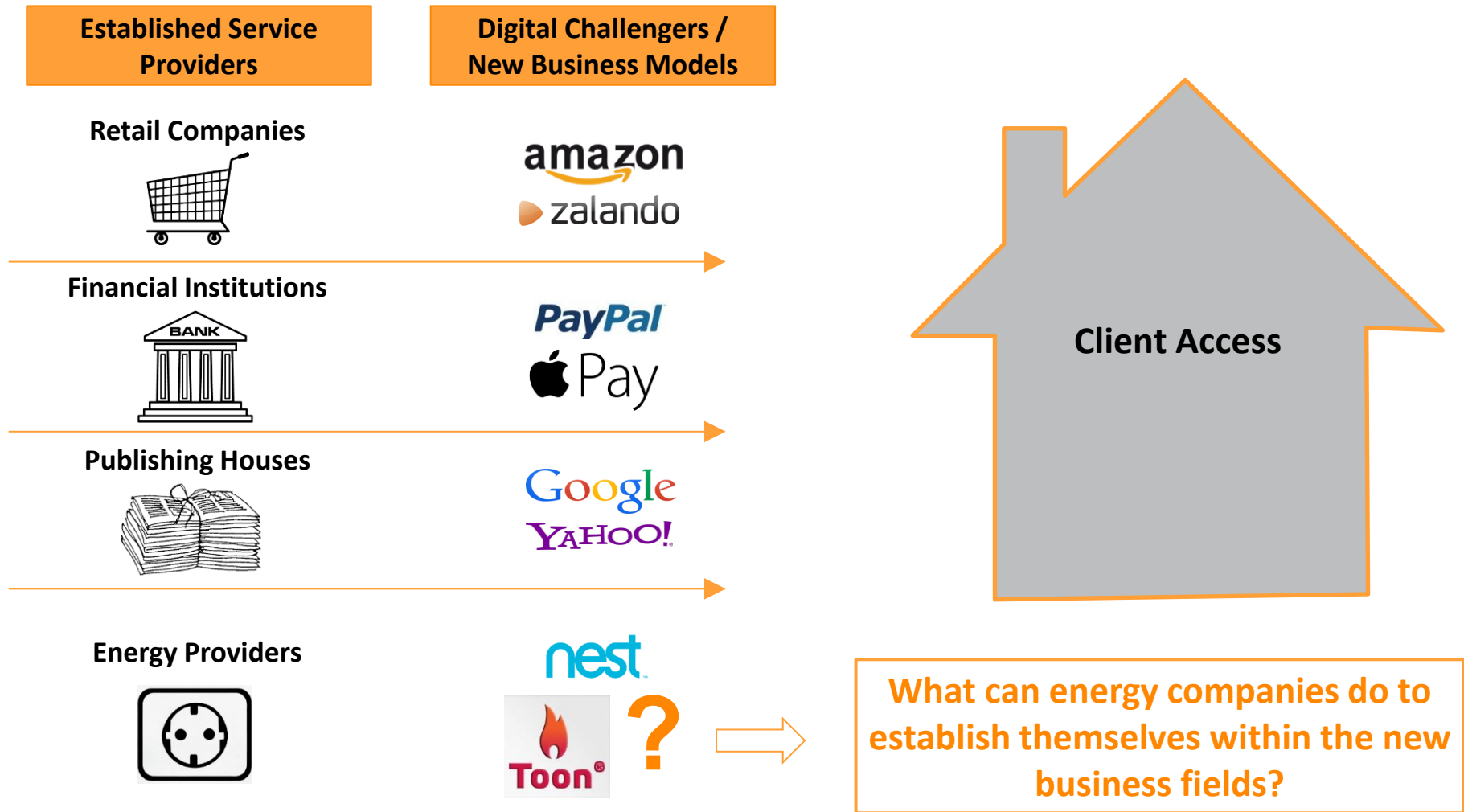
(Statista, 2011)

„One third say it's pleasant to receive advertising that meets their personal interests.“

(Statista, 2009)

Pictures: washingtonpost.com

Traditional client relationships have been taken over by innovative business models



Customer Data as Business Model

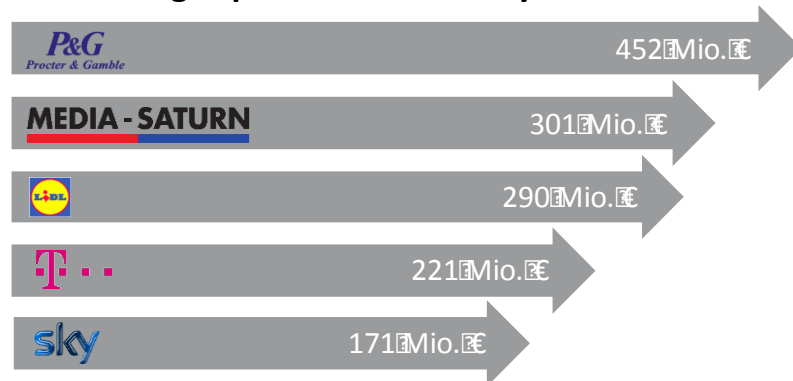
High-quality client data sets can be worth €50 to 3rd parties

New Value Creation Stages in the digital world:



- Data Analytics uses modern methods like Data Mining and Big Data to interpret large data volumes
- Data sets are generated according to marketing objectives
- Complete data set includes client contact data, household size, appliance characteristics, usage behaviour and more

Advertising Expenditure Germany



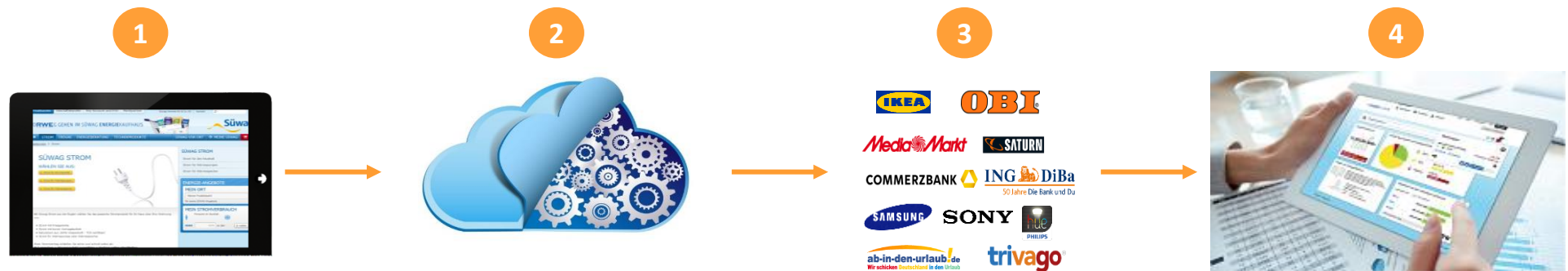
Marketable Client Information

Including:

- Life Style / Habits
- Client relocation
- Vacation preferences
- Condition / Efficiency class household appliances

Sale of advertising spaces on smart home displays

Tablets can be used as in-home displays for smart meter information. The utility sell advertising space on each display to interested companies. The data will remain with the utility.



Product

- Giving a tablet to a client
- When signing a smart meter contract the client gets a tablet as a bonus

Data analytics

- Analysis of client data
- Preparation of anonymized client clusters for sale

Interested companies

- Selection of appropriate advertising partners
- Sale of advertising spaces of specific client clusters to advertising partners

Personalized advertising

- Individual advertising on tablet
- Related information within the client app

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