Utility companies have many opportunities with new technologies, rising customer expectations, and new business models on the rise. SAP® Cloud Platform can help customers adopt innovations faster, achieve higher asset productivity, and ultimately lower their IT costs.

This powerful platform-as-a-service offering delivers proven tools to help bring innovative business ideas to the point of market readiness. There’s no need to waste time and resources building complex system landscapes. With SAP Cloud Platform, you can get started right away. It’s a move that will keep you one step ahead of the competition.

**CHALLENGES**
- Developing new business models
- Adopting new technologies
- Optimizing asset productivity
- Leveraging Internet of Things and sensor data

**KEY FEATURES**
- Broad set of technology services for application development, data management, and user experience
- Real-time processing and analysis of massive data volumes
- Ready-made platform, business services, and integrated content packages
- Integrated portals and an Apple iOS software development kit
- Secure support for multiple cloud infrastructures

**ADVANTAGES**
- Up to 75% faster development and provisioning of innovative software solutions
- Instant availability of the latest technologies as cloud services
- Fast, intuitive, secure solution
- Integration of new services and applications into existing systems and processes without disruption
- No hardware infrastructure requirements
- Quick start with a free trial version, plus SAP Design Thinking workshops and recommended best practices
Digitalization is changing the world. Smart homes, electric vehicles, and producing consumers – all occurring within the Internet of Things (IoT) arena – are just a few examples of technologies impacting the utilities industry. These advances depend on trillions of sensors embedded in devices, assets, vehicles, and beyond, sending and receiving data at every point in the value chain, from source and transmission to the network and, eventually, consumers.

To succeed in the digital world, your organization must radically redefine its value to customers by delivering new services that harness this wealth of sophisticated data. Likewise, the smart meters create enormous potential for utilities companies to deliver significant operational improvements. But doing so will mean mastering the process of data mining and gaining key insights from these massive new streams of data. Meanwhile, new technologies such as blockchain, artificial intelligence, and machine learning continue to emerge, with powerful possibilities.

SAP Cloud Platform – the platform-as-a-service offering from SAP – is equipping companies like yours to adapt and innovate in response to these technology trends, quickly and with minimal risk. SAP Cloud Platform provides services to manage and analyze Big Data, tools to integrate and analyze data from sensors and the IoT, and powerful machine learning capabilities. At the same time, it enables you to integrate these technology innovations into existing business processes without disruption – and streamlines employee adoption and use by building the technologies into intuitive applications.

As shown in Figure 1, digital strategic initiatives undertaken by utility companies often fall into the following areas:

- Supplier collaboration and business networks
- Customer experience and omnichannel
- Assets and the Internet of Things
- Digital core

Figure 1: Strategic Digitalization Initiatives for Utility Companies
THE TECHNOLOGY TO REALIZE POTENTIAL
In the utilities industry as in other industries, technology strategy is now interwoven with business strategy to the point of inseparability. Utility companies that cannot rapidly adjust to technological advances quickly fall behind. Why? Because the industry is no longer just about products, it’s about consumer outcomes.

The time to act and innovate is now. Fortunately, cloud technology enables rapid development of new digital services that help drive consumer outcomes – as well as making it easier to ensure your products are available to consumers when and where they choose. These kinds of innovations are enabled by SAP Cloud Platform – quickly and cost-effectively.

The biggest risk for your business is doing nothing, because products alone, no matter how innovative, are quickly commoditized. Rapid innovation is the only way to keep the competition at bay and secure the future of your company.

50%
Decrease in the cost of application development*

75%
Shorter development timeline on average, from 2 months to 2 weeks*

WITH SAP® CLOUD PLATFORM, EVERYTHING IS POSSIBLE. YOU CAN:
• Develop brand-new business applications in the cloud – as stand-alone solutions or as extensions of existing systems
• Integrate different business divisions or companies on one uniform platform
• Bundle cloud or on-premise applications and improve collaboration across division and company boundaries
• Create topline revenue growth by innovating and delivering value-added, data-driven services delivered through SAP® Cloud Platform to help create consumer outcomes
• Improve the bottom line by using machine learning to automate manual, repetitive tasks
• Use one of more than 1,400 innovative solutions available on SAP Cloud Platform from more than 850 SAP partners
• Analyze data along the entire value chain in real time – and identify new business potential

*SAP Business Transformation Study: “Pacific Drilling: Transforming the Work Experience with SAP Cloud Platform”
FROM INTERNAL OPERATIONS TO CONSUMER INTERACTIONS
SAP Cloud Platform helps you realize your corporate strategic initiatives by making innovative customer solutions intuitive to build and easy to integrate into existing business processes. The scalable, flexible, and agile cloud solution provides a range of services to help save you time and effort (see Figure 2).

For example, the platform can be used to create portals to collaborate with suppliers, reducing overhead and friction in customer interactions. Or you can use it to create applications that simplify last-mile delivery, such as mobile apps for field personnel to optimize delivery routes.

In addition, the platform makes it easy to create and run innovative applications and services by providing a consumer-grade, personalized user experience. It simplifies ways to use data from sensors and other sources, and it supports simplified, secure, tight integration into existing business processes and software systems. This integration is essential and helps ensure that innovations generate real business impact.

SAP handles the provisioning, operation, and maintenance of SAP Cloud Platform both in our data centers and through partnerships with world leaders in a cloud infrastructure. The cloud model frees your business to concentrate on developing and implementing new ideas without having to invest limited budgets and IT resources in building your own technology stacks. It also reduces overall costs.

In Figure 2 you can see the scenarios for SAP Cloud Platform.

**Supplier-utility collaboration**

**Challenge:** Utilities struggle to balance demand and supply, optimize asset utilization and maintenance, and harness new technology.

**Solution:** Create a portal to integrate leading data-visualization capabilities with preconfigured connectors to better use data.

**Consumer engagement**

**Challenge:** Utilities desire to influence customer behavior and gain consumption insights.

**Solution:** Take advantage of analytics and Big Data as a service through SAP® Cloud Platform.

**Internal operations**

**Challenge:** Utilities need to empower field workers with real-time data so they can perform real-time analysis on underlying business performance.

**Solution:** Connect to new and existing data feeds, and provide field technicians with real-time and back-office information.
SAP CLOUD PLATFORM IN PRACTICE
Many utility firms have already turned their strategic initiatives into reality using SAP Cloud Platform. The following real-world examples illustrate how innovators in your industry are capitalizing on the opportunities being created by digitalization to grow their businesses profitably.

STREAMLINING THE CHANGE REQUEST PROCESS
With SAP Cloud Platform, a leading utilities operator was able to prevent unapproved changes that otherwise would have resulted in delays, returns, defects, and non-conformances, leading to scrap, rework, and potential failures and accidents. With SAP Cloud Platform the utility was able to achieve a 99.9% success rate for purchasing defect-free materials, thanks to simplified processes. This utility was also able to achieve real-time tracking and reporting for its suppliers and internal approvers, which ultimately provided it with greater control over material recalls and changes. For more information, please read this customer success story.

ON-SITE FLEXIBILITY
With around 300 construction sites annually and up to 150 wind turbines per site, a leading windmill operator needed to ensure its field technicians were fully empowered. Operating in 76 countries around the globe and dealing with extreme elements such as the soaring heat of the Gobi desert in Mongolia or the arctic winters of Finnish Lapland, SAP Cloud Platform provided the operator with the ability to deploy a mobile app for its construction engineers. The app enabled field technicians to do on-site planning on Apple devices, instantly sharing plan adjustments with the support teams. The app also provides instant data updates to back-end SAP applications, which means other teams, suppliers, and customers can be kept up to date on changes as they happen – helping streamline projects, lower costs, and increase value for customers. For more information, please read this customer success story.

LEARN MORE
Do you want to learn more about how you can use SAP Cloud Platform to develop and launch new services and applications quickly, efficiently, and with less business risk? Contact your personal SAP representative, or visit us online.

NEXT STEPS
SAP® Cloud Platform lets you stay focused on strategic initiatives and realize them quickly. Start planning your path to the future today:
• Do you want to learn more about the possibilities SAP Cloud Platform offers? Take advantage of our free trial account. For details, visit us online.
• Do you already have concrete plans and requirements for your path to digitalization? Work with our experts to evaluate how SAP Cloud Platform can best help you on your journey.
• Are you interested in learning about real-world opportunities that digitalization can bring to your company? Collaborate with our experts to plan how to turn ideas into real business results quickly.