

India - Bureau of Energy Efficiency:

Creating and Promoting Efficient Energy in India

CASE STUDY

Positiveedge Solutions enables India's Bureau of Energy Efficiency to leverage Microsoft Dynamics CRM to optimize their business applications and workflows.



OVERVIEW

Industry

Energy Conservations

Solution

Summary

Implement a CRM solution, focused on Energy Consumption

Technology

Microsoft® Dynamics CRM
Microsoft® .NET Framework
Microsoft® SQL
Microsoft® SQL Server Reporting

Benefits

- SMS alerts on service assignments
- MS Outlook offline mode
- GUI dashboard and analytical reports
- Automated features
- Global Access 24/7 from multiple devices
- Improved collaboration

The Bureau of Energy Efficiency (BEE) is a statutory body under the Ministry of Power, Government of India that operates from Delhi, India.

Within this organization (BEE) are two viable departments, PAT & BLY. Their focus is to reduce energy consumption within large industries and facilities through trade-in energy saving campaigns.

The Bachat Lamp Yojana (BLY) project is a savings program where all North Delhi Power Limited (NDPL) consumers can receive energy savings through an exchange of older, high consuming bulbs for less energy consuming bulbs lowering consumers cost drastically.

The Perform, Achieve, Trade (PAT) scheme also being a trading program is designed for high energy consuming industries. It aims to incentivize industrial sectors and units to implement energy efficiency measures and to comply with energy consumption targets set by the regulator (India's Bureau of Energy Efficiency or BEE).

BENEFITS

- Improved program monitoring
- Front and back-end integration
- Automation of energy consumption
- Meeting of Energy Conservation Act program
- **Rapid Configuration**

The Challenge

Being an agency of the Government of India, under the Ministry of Power, The Bureau of Energy Efficiency function was to develop programs which will increase the conservation and efficient use of energy in India.

To coordinate energy efficiency and conservation policies and programs, BEE needed to establish systems and procedures that would measure, monitor and verify energy consumption results in individual sectors as well as on an enterprise level. There was also a need to leverage multi-lateral, bi-lateral and private sector support during implementation to line up with the Energy Conservation Act programs. However, to do so, BEE's needed a platform that was suitable for the task.

BEE's legacy systems along with antiquated business processes created serious information gaps and silos resulting in a negative impact on overall business growth and expansion plans. Their current platform was not designed to cater to the newly developed business demands that resulted in inaccurate energy monitoring yielding flawed business decisions.

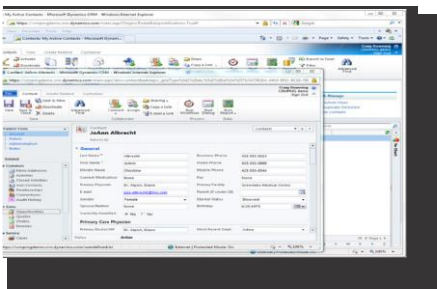
BEE sought an approach that would support their immediate need as well as leverage future business processes and technologies. With the introduction of two new programs BLY and PAT, they needed a way to manage production, energy sales, distribution, asset management and the ability to monitor energy consumption and communications with both consumers and investors.

To carry out the task, BEE's management decided to implement Microsoft Dynamics CRM. They engaged the services of PositiveEdge Solutions (PES) - A leading global player in Dynamic CRM solutions specializing in energy efficiency and conservations.

Solution

With consideration, PES decided that the policies and strategies would be developed within the overall framework of the core system with importance on the Energy Conservation Act 2001, the primary objective of reducing energy consumption. The initiative would be achievable with active participation of all stakeholders both internal and external partners.

GRAPHICAL INTERFACE



With a collective approach, PES's mission was to focus primarily on asset management, resources and regulatory requirements. This approach enabled PES to deliver integrated and synchronized performances across all channels.

The Solution

The Microsoft Dynamics CRM Solution enabled BEE to manage their overall business processes through an efficient system. This in turn improved collaboration and maximized energy efficiencies for reduced consumption. A few of the benefits include:

- Improved operational activities with the automation of basic business processes (marketing, sales service, monitoring)
- New methods of analyzing customer behaviour and incorporating business intelligence strategies
- Increased collaboration with customers on multiple communication channels
- Collaboration between organizational team members to ensure a quality customer service experience and new follow up procedures
- Front and back-end integration (supply chain)
- Workflow and assignment processes for administrative, operational, financial and service processes, particularly when partnering with field services

The Results

PES successfully deployed a comprehensive Microsoft Dynamic CRM solution for BEE with custom features that can be leveraged for both the PAT and BLY programs.

BEE now has a highly functional and professional tool that allows them to track, monitor and increase sales and marketing according to consumer energy consumption. With the capability to access information dynamically they are streamlining efforts that improves work efficiencies and potential opportunities overall. By enforcing enterprise and regulatory guidelines, BEE can identify achievements or business issues and correct the program performance dynamically.

Implementation of Microsoft Dynamics CRM also promotes integration functionality for management by capturing and tracking quality information across all functions, including production and supply chain management.



About Positiveedge Solutions

Positiveedge Solutions helps customers design, develop and deploy software solutions for critical customer-facing business challenges. With our uncommon commitment to project success, along with our comprehensive knowledge of Microsoft technologies and backed by broad industry experience and methodologies, we extend core business platforms to create commercial advantage for our customers.

By leveraging our unique onshore/offshore delivery model, our consultants work around the clock to provide solutions quickly and cost effectively, which add measurable value to your business.

Next Step:

Contact us to discuss how we can help with your business needs.

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