

## CASE STUDY

### EUROPEAN STUDY – TRADER/SHIPPER SOLUTION DEVELOPMENT

#### International Energy Software Provider

#### **The Business Challenge**

Energy market participants in transition and liberalised markets are required to develop new business processes and revise some of their existing ones. This, in most cases, necessitates the need for changed business support software and some new transactional and TPA systems.

The client is a well known consulting and software solutions provider to the international gas industry. It had identified that a number of diverse software products within their current gas solutions portfolio had considerable functionality that could potentially be ‘reworked’ into a flexible and configurable, leading edge offering for the gas and power trader/ shippers market. This offering was technically complex in scope, functionality, interfaces and data flows as it is proposed to cover Demand Forecasting, Contract Management, Supply Contract Optimisation & Simulation, and Gas Shipping Nominations processes within one modular, best of breed solution.

#### **Approach**

Holmwood Consulting has considerable experience of working with solutions for European traders/ shippers and was commissioned to assist the client by giving an independent objective appreciation of the software proposal and the European marketplace for such a potential solution. We initially worked closely with the client to understand in depth the scope of their proposed gas solution and the detail of the existing relevant software functionalities available within their software portfolio. The consultant then applied expertise to provide an in-depth study, using both public and confidential information, giving detailed analysis and recommendations covering:

1. *Gap Analysis* between the client prototype software solution and identified industry needs.
2. *Competitor Analysis* covering vendor companies active and proposing to enter the European market, together with their solution capabilities, known functionality and market implementations.
3. *Market Analysis* identifying key market segments and target companies covering Europe on a country by country basis, plus a high-level timeline for a sales pipeline and indications of suitable pricing structures.

#### **The Benefits**

The assignment was completed within 4 weeks of initiation and the client was able to use the results of this highly strategic study as the key input to their internal decision making process. The study identified the required development for key solution gaps and allowed the client to initiate moves to gain competitive edge in the targeted markets.

The issued report and its recommendations went well beyond client expectations who indicated that the accrued value for them far outweighed the cost of the consulting assignment.