



Electrica Furnizare S.A. powers better customer services with super-convenient web and mobile apps

LenovoTM

Overview

More than 20 years of liberalization has transformed Romania's energy sector. Today, businesses and households are no longer restricted to state-owned companies – they can pick and choose energy suppliers as they please to get the best deals and the best services. To deliver the control that customers crave, Electrica Furnizare S.A. launched slick web and mobile apps that offer quick, easy access to their energy accounts. The company worked closely with Lenovo and partner Entex S.R.L. to implement a flexible, software-defined infrastructure from Lenovo as the foundation for these services.

Electrica S.A. is the leading distributor and supplier of electricity in Romania, providing energy and utilities to approximately 3.5 million customers through its subsidiary, Electrica Furnizare S.A. Headquartered in Bucharest, Electrica is listed on the London and New York stock exchanges, and employs more than 10,000 people.

Sparks flying

Historically, the energy sector in Romania was dominated by state-owned companies. Consumer choice was extremely limited, which meant that there was little variation in plans, tariffs or services.

Since the privatization and liberalization of the energy market, the number of energy suppliers operating in Romania has grown significantly – each one offering its own rates and customer services.

To stand out in an increasingly crowded and competitive market, Electrica Furnizare S.A. needed to up its game.

Alexandru Mărculeț, Head of IT and Telecommunications at Electrica Furnizare S.A., begins: "We're facing stiff competition from new market entrants. Because customers are now free to switch energy suppliers whenever they want, delivering

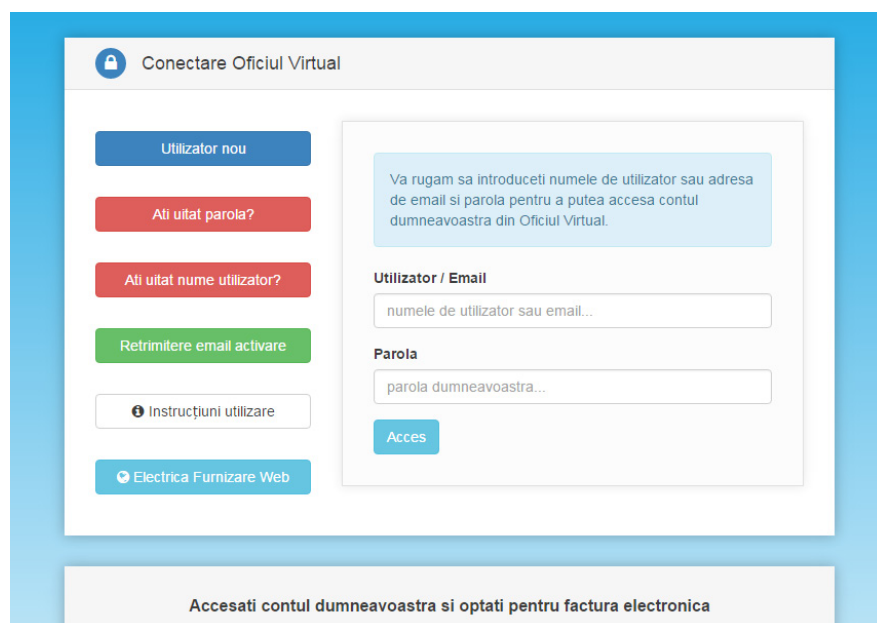
**"Supported by
Lenovo and
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—**Alexandru Mărculeț**,
Head of IT and Telecommunications,
Electrica Furnizare S.A.



top-class services is more important than ever before. Keeping customers satisfied is our top priority.

“Today’s customers are increasingly seeking faster, easier ways to manage their energy bills. In response, we launched our Virtual Office application – a self-service web portal that enables customers to review their account details, track their energy consumption and spend, and pay their bills securely online.”



Screenshot of the Virtual Office web application

Super-scalable foundation

Thousands of customers currently use the Virtual Office portal on a regular basis – a number that Electrica Furnizare S.A. expects to grow enormously over the next few years, as more and more Romanians take advantage of their freedom to select a local energy supplier.

With a goal to exceed customer satisfaction and to deliver the best possible services, the infrastructure supporting Electrica Furnizare S.A.’s billing and web portal had to be exceptional as well. It had to be extremely reliable, scalable, and flexible to meet customers’ demands, yet simple to manage to ensure lower costs and faster time to market.

To ensure smooth and reliable services, Electrica Furnizare S.A. runs Virtual Office on a highly flexible Lenovo Converged HX3500 Appliance, powered by the high-performance Intel® Xeon® processor family and Nutanix Enterprise Cloud Platform software. Electrica Furnizare S.A. worked closely with Lenovo and technology partner Entex S.R.L. to install the solution, and get the platform up and running without delay.

Alexandru Mărculeț comments: “With the Lenovo-Nutanix solution, we can seamlessly scale up capacity to meet demand, to make sure that service levels stay high. We’ve also seen a big boost in performance. Since moving to the new

Solution components

Hardware

Lenovo Converged HX3500 Appliance
with Intel® Xeon® E5 processor
family
Lenovo RackSwitch G8124E

Software

Nutanix Enterprise Cloud Platform
• Nutanix Acropolis
• Nutanix Prism
Lenovo XClarity Pro

“We still face so much bureaucracy and red tape in our day-to-day lives. Giving customers direct, easy access to their energy accounts is a real game-changer.”

—Alexandru Mărculeț,
Head of IT and Telecommunications,
Electrica Furnizare S.A.



infrastructure, Virtual Office response times are 30 percent faster – making it even quicker and more convenient for customers to check their energy balance.”

Cutting the red tape and going green

Using Virtual Office, customers have greater insight and control over their energy use and payments than ever before.

“We’re very proud to offer this service to customers,” says Alexandru Mărculeț. “We still face so much bureaucracy and red tape in our day-to-day lives. Giving customers direct, easy access to their energy accounts is a real game-changer.”

With easy access to the self-service portal and the ability to pay bills online, many customers are choosing to go paperless and use Virtual Office as their sole point of communication with Electrica Furnizare S.A. “It’s wonderful to see how well customers are taking to Virtual Office,” adds Alexandru Mărculeț.

In addition to the Virtual Office portal, Electrica Furnizare S.A. recently launched MyElectrica, a native mobile app available on iOS and Android that also runs on the Lenovo-Nutanix infrastructure.

Alexandru Mărculeț elaborates: “With MyElectrica, customers can access all the features of the Virtual Office portal directly on their smartphone or tablet, anywhere, any time – enabling them to get on with their day.”

He concludes: “Supported by Lenovo and Nutanix, we’re leading the way in modern, connected customer services. As customers’ expectations of their energy suppliers continue to evolve, we’re looking to introduce cutting-edge smart energy meters to enable further personalization of services – further strengthening customer loyalty and retention.”

For more information

To learn more about Lenovo Data Center Systems solutions, contact your Lenovo Sales Representative or Lenovo Business Partner, or visit:

www.lenovo.com/data-center

For more information about Electrica Furnizare S.A., visit: www.electricafurnizare.ro



Screenshot of the MyElectrica mobile app



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