

Energy Company Increases Sales, Reduces Margin Erosion

Custom Pricing Engine Boosts Bottom Line

RESULTS BY THE NUMBERS



8% INCREASE IN MEAN
SALES MARGINS



DEAL CYCLES
SHORTENED FROM
WEEKS **TO MINUTES**



MORE THAN **\$100**
MILLION SAVED IN
ASSET EROSION

In the highly competitive retail energy market, suppliers must differentiate themselves with low prices and packages tailored to meet customer needs. To grow its business, one Fortune 500 energy company turned to Fino Consulting to build a new pricing system with the flexibility and accuracy needed to improve margins and close more deals.

A Need for More Speed

The company, one of North America's largest energy retailers, used an in-house system to create custom proposals with an optimal price for each customer. However, sales reps in the field still relied on office colleagues to alter deal terms and generate contracts with the system, so it took a lot of time and effort to get each new proposal in front of a customer. That meant:

- » Deals were lost due to a long sales process that often lasted several weeks.
- » Contract options were limited to standard terms that weren't ideal for all customers.
- » Margins on closed deals often eroded due to shifts in energy market prices while deals were negotiated.

Cutting the Deal Cycle

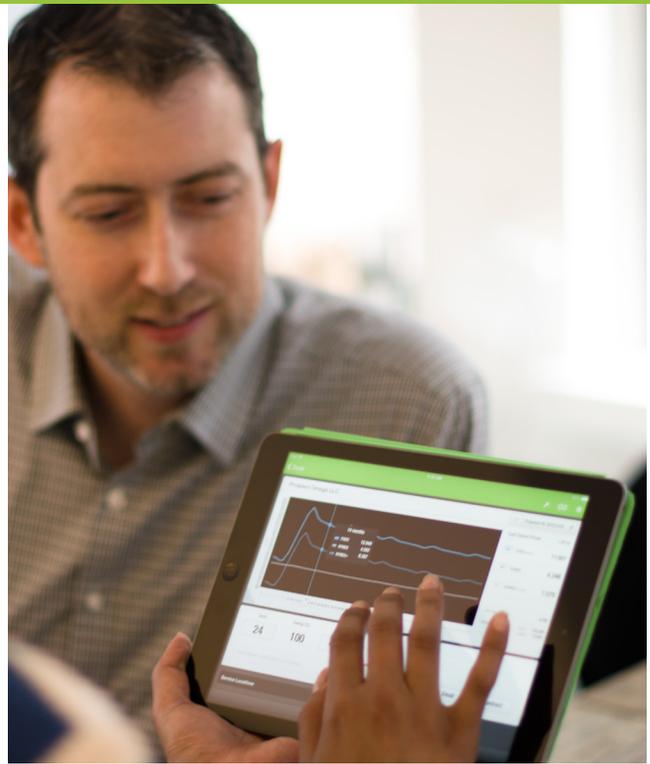
Fino worked with the company to develop a solution: a new pricing engine built for fast processing to enable shorter deal cycles and greater flexibility.

The updated engine features a first-of-its-kind mobile interface that lets sales reps input customer information and create proposals on their own. Contracts can be instantly re-priced, so reps can negotiate and close deals in just one meeting.

High-Performance Computing

Fino's engineers also identified ways to improve the back end of the pricing engine to make it faster and more accurate. They retooled the underlying infrastructure to enable parallel processing and connected different parts of the system to automate pricing and reduce the need for manual input.

Faster computing speeds enable the company to generate more detailed and accurate market forecasts. This allows reps to create more buyer-friendly proposals, capitalizing on expected drops in energy prices.



Revenue by quarter

total margins grew sharply as app use increased



“Our custom pricing tool is a strategic advantage because it’s so fast and so accurate. It’s something that our competitors don’t have.”

IT Director, Energy Retailer

Lower Prices, Higher Profits

With the new engine integrated with the mobile app, salespeople are now able to work with customers to generate proposals that offer the best possible price, while remaining profitable. Without waiting for colleagues to manually input data, reps can now:

- » Offer unique terms beyond industry-standard 12-, 24-, and 36-month contracts.
- » Give customers confidence they’re getting the best rate available at that time.
- » Maximize profits with deals based on real-time price information.

The end result: an increase in both the number of deals closed and the margins earned on each.

ABOUT FINO Fino is a leading provider of custom enterprise technology solutions. We use broad technical skills to build integrated systems that connect business units and automate complex processes. Our data-driven and user-focused software helps companies solve problems, engage customers, and grow their businesses. Founded in 2006, Fino was recently named one of the fastest-growing software companies in the U.S. by Inc. Magazine.