

PRODUCT BRIEF



Turn data into improved business.

The energy sector collects large amounts of data on a continuous basis, and it's growing with the adaptations of smart meters, sensors, wireless transmission and network communication.

Utilities must develop new energy services, to adapt infrastructures, increase energy efficiency and engage customers, in order to reduce energy consumption and the use of fossil fuels in a sustainable way.

Hansen Insight gives you the next generation, cloud native service for utilities. Use cases are tailored for different market roles such as Retail and DSO.

Hansen Insight is the comprehensive solution for energy data analytics, providing customer insights, and detecting new market opportunities. Cloud-based insight services from Hansen are already helping many utilities create the maximum amount of value from coupling data from smart meters to monetize business operations.

Simply connect your smart meter data to our analytic power and transform the way you work using our fully flexible, pay-as-you-go service.

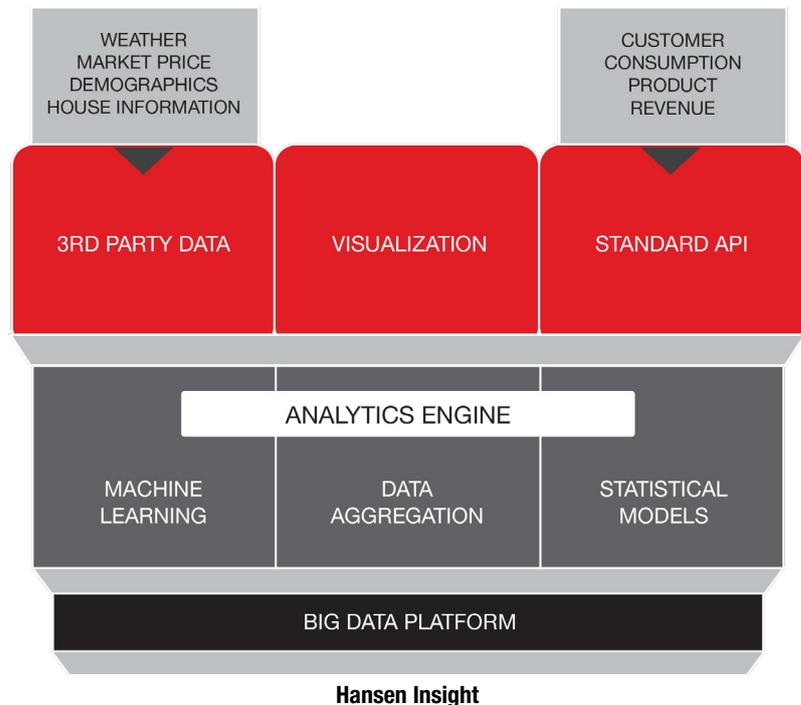
Hansen Insight rapidly mines your data for the kind of intelligence that guarantees a competitive edge across all your business processes. Gain an advantage by utilizing real-time, graphic reports that drive increased efficiencies and informs future thinking.



HANSEN INSIGHT

Hansen Insight aggregates your commercial and operational data, working between your systems and the various means by which you may want to present intelligence – dashboards, reporting tools, reports within applications or your data warehouse.

Hansen Insight can reveal more than data from Hansen products. Hansen Insight provides configurable connectors to collect data from any individual or group of systems, including customized legacy systems and other systems from 3rd parties.



WHICH CUSTOMERS ARE PROFITABLE AND WHICH ARE CREATING LOSSES?

If you cannot answer that question directly, you are lacking insight into your business. In order to create insight, the most fundamental sub-questions should be “What is the revenue from serving a customer?” and “What is the cost of serving a customer?”. Assuming raw data is available in the system, finding answers and presenting them clearly should not take long.

BENEFITS

Increased revenue

See and analyse performance immediately to adjust strategies for tariffs and offers.

Lower operational costs

Less cost to improve operational performance through real-time understanding of how you’re delivering services.

Improved product experience

Real-time understanding of product experience helps you improve overall customer experience.

Ask yourself

- Which customers are profitable and which are creating losses?
- How do I keep the profitable customers?
- How do I turn the non-profitable customers (or get rid of them)?
- What products are popular, what products are not so hot?
- How does a tariff change impact revenues?
- What impact does operational downtime have on my sales, quoting and fulfillment processes and for which customers?
- What trending products could justify renewed campaign effort?



HansenCreate-Deliver-Engage™ for Energy and Utilities Providers

HansenCIS™

Commercial off the shelf Customer Care and Billing Lifecycle Management

HansenCatalog™

Commercial Product and Technical Service Catalog and Lifecycle Management

HansenInsight™

Business and Operational Data Analytics and Decisioning

HansenTrade™

Automated trading Analytics and Risk Management

HansenMDM™

Metered AMI, Calculations and Disseminating Event Management

HansenCPQ™

Cross-market Omni-channel Quote and Order Capture

USE CASES FROM HANSEN INSIGHT SUITE

Tariff Planning

Insightful advantage when considering pricing strategy and tariff adjustment. Feature rich and easy to use visuals present simulated load scenarios and tariff models to predict customer behavior and business implications.

Load Forecasting

High quality load forecasts without inefficient manual input. Insight optimizes and automatically selects the best algorithm for each load.

Sales Margin Analysis

Detailed understanding of sales margins on both aggregated and individual contract levels. Business development with intelligent analysis and increased understanding of customer profitability.

Revenue Analysis

Accurate and detailed data over and above that which is typically aggregated. Contract, product and component level reporting elevated to 15 minute intervals for Energy retail business.

Customer Churn

Detailed understanding on which customers churn and why.

Supports sales in taking proactive measures to keep customers that are likely to churn. Reports on behavior patterns that indicate potential churn.

Customer Profitability Analysis

Unrivalled understanding of customer profitability, both on aggregated and individual contract levels, with modeling spot procurement costs, hedging costs and overheads. Analysis on customer profitability at contract, tariff component and metering interval level.

Customer Segmentation

Easy to embrace customer data that ensures a deeper understanding of end users for the Energy retail business. No more static reports and time consuming spreadsheets in order to seek out business trends and opportunities.

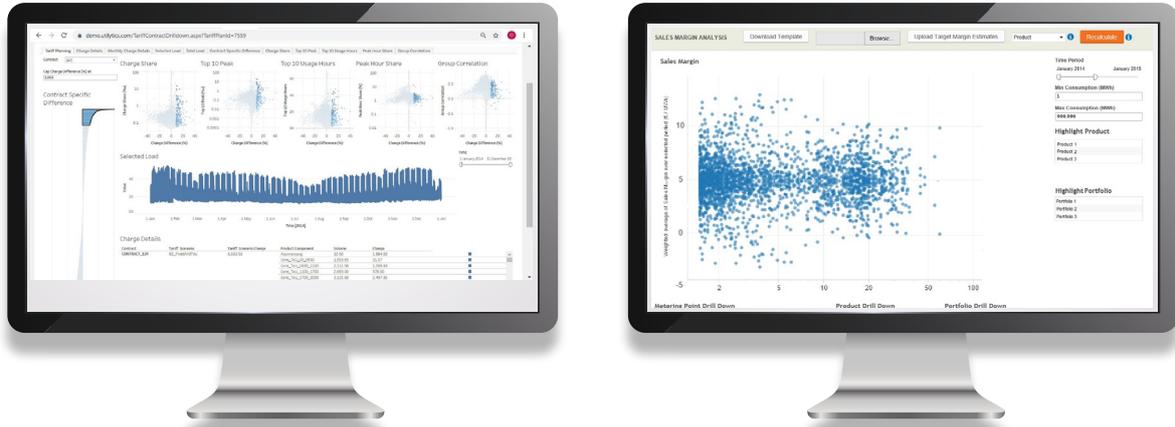
Hidden Solar

Identify potential customers with solar panels by intelligently monitoring energy consumption patterns.

EV Charging Households

End-users with EVs are identified and can be analysed. Enables new services and paves the way for future business opportunities.

GENERATE AND ACT UPON UNIQUE INSIGHTS



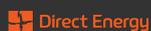
Hansen Insight

HARNESS THE POWER OF SMART METER DATA

Hansen Insight offers exceptional performance and outstanding cost-savings.

1. Make better decisions faster
2. Optimize your profitability and operational efficiency
3. Enhance your customer service and satisfaction
4. Future proof your investments and strategy
5. Customize your product offering & advance your competitiveness
6. Maximize the performance of your key business processes
7. Adjust automated and intelligently to market conditions
8. Plug & play – easy integration to Hansen products and 3rd party solutions

Powered by Hansen



Hansen Technologies (ASX: HSN) is a leading global provider of software and services to the energy, water and communications industries. With its award-winning software portfolio, Hansen helps over 620 clients from over 30 offices worldwide to create, deliver and engage with their customers, to manage and analyze customer data, and control critical revenue management and customer support processes.



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