

## CASE STUDY

# Revenue Assurance System for AP Eastern Power Distribution Company

CLIENT Andhra Pradesh Eastern Power Distribution Company Limited

### SNAPSHOT

Industry	Energy Utility
Location	Vishakapatnam, Andhra Pradesh, India
Customer Base	Over 4.5 million consumers
Website	regulated
Our services	Billing, revenue accounting solutions
Software	mPower enterprise suite



### CLIENTSPEAK

*"The project sourced through a unique Software as a Service (SaaS) model, minimized our initial investment and promises quick RoI" – Chairman & Managing Director, APEPDCL*

*"Our consumers are now a happy lot thanks to our outsourced consumer care and billing operations. We are now able to focus more on technical and strategic issues." – Director (Operations), APEPDCL*

### Challenges

- Multiple third-party Private Accounting Agencies (PAA's) used a mix of manual and isolated legacy systems to bill consumers.
- Utility did not have a centralized commercial database or its own complete consumer information. Relying on PAA's for any data /information led to delays and inaccuracies in the meter-to-cash cycle.
- Utility's goal to reduce the aggregate technical & commercial loss (AT&C) to below 7.5 % by 2010 against a country average of 35%
- Data standardization of 4.5 million consumers.
- Integration with multiple systems - AMR /AMI, SCADA, GIS, financial / work / material management systems etc.
- End-users with low levels of computer literacy – the application had to be highly user-friendly and task-centered.

### Phoenix solution

- Implemented mPower billing and mPower eCare modules
- Consumer indexing carried out to build accurate consumer data and associated network assets
- Customized MIS for reporting on consumers, metering, billing, collections, credit control, arrears, energy audit
- Establishment of centralized call centers for each of the five districts covering entire geographic spread of the utility
- Launched an online self-service portal for the consumers

### Benefits

- Shorter metering, billing and collection cycles
- Drastic reduction in unbilled consumption
- Integrated dashboards enabling bird's eye view
- Complete consumer info warehoused for analysis
- Easy tracking of consumers and network assets
- Release of resources for core operations
- On-demand consolidated and drill-down reports
- Empowered consumers with one click access
- Service at consumers' door-steps

### APEPDCL

The Andhra Pradesh Eastern Power Distribution Company Limited (APEPDCL) serves a consumer base of over 4.5 million across a wide geographic area of 5 east coastal districts in the south Indian state of Andhra Pradesh. Considered among India's Top 5 utilities, APEPDCL was among the earliest Indian state-run utilities to pursue reforms, deregulation and technology upgradation.