

BUREAU OF ENERGY EFFICIENCY, INDIA

ENABLING INDIA'S BUREAU OF ENERGY EFFICIENCY TO LEVERAGE MICROSOFT DYNAMICS CRM TO OPTIMIZE PROGRAM MANAGEMENT WORKFLOWS.

The Bureau of Energy Efficiency (BEE) is a statutory body under India's Ministry of Power, operating out of Delhi, India. Within the BEE are two viable departments, the PAT and BLY, which are charged with operating energy consumption reduction programs for large industries and facilities through trade-in energy saving campaigns.

The Bachat Lamp Yojana (BLY) project is a savings program where the consumers of the North Dehli Power Ltd. (NDPL) can exchange older, high energy consuming bulbs for more energy efficient bulbs, drastically lowering their energy cost.

The Perform, Achieve, Trade (PAT) is another trading program designed for high energy consuming industries. It incentivizes the implementation of energy efficiency measures in order to drive compliance with the energy consumption targets set by the BEE.

The Challenge

The BEE was charged with developing and implementing programs aimed at encouraging efficient energy use in India, in line with the Energy Conservation Act. In order to coordinate energy efficiency and conservation policies and programs, the BEE needed to establish systems and procedures that would allow them to measure, monitor and verify energy consumption rates across industries, on both an individual sectoral and enterprise level. The project would depend on multi-lateral and bi-lateral collaboration with the private sector in order to achieve its goal. However, the BEE's lacked a platform capable of supporting a project of this scale and complexity.

The BEE's antiquated processes and legacy systems suffered from serious information gaps and silos, preventing them from achieving accurate energy monitoring, resulting in flawed program management and strategic decisions. There was an apparent and immediate need to redesign their processes and upgrade their technology infrastructure. Effective implementation of the BLY and PAT programs demanded a new system that would enable them to reliably manage production, energy sales, distribution, and asset management, monitor energy consumption, and collaborate with partners and stakeholders.

In pursuit of this, the BEE engaged PositiveEdge implement a Microsoft Dynamics CRM driven solution that would allow them to better administer their energy efficiency and conservation initiatives.



The Solution

PositiveEdge was engaged to develop and deploy a comprehensive solution that would not only drive efficiencies across the program's various workflows, but also enable seamless collaboration with all stakeholders and both internal and external partners.

The proposed solution leveraged the Microsoft Dynamics CRM to enhance the BEE's program administration by strengthening their asset and resource management capabilities and regulatory enforcement functions. The solution would enable the BEE to deliver integrated and synchronized performance across all channels.

overview

INDUSTRY
Energy

SOLUTION SUMMARY
Implement a CRM solution, focused on enhancing the management of energy conservation programs

TECHNOLOGY
Microsoft® Dynamics CRM
Microsoft® .NET Framework
Microsoft® SQL
Microsoft® SQL Server Reporting

- BENEFITS**
- SMS alerts on service assignments
 - MS Outlook offline mode
 - GUI dashboard and analytical reports
 - Automated workflows across multiple functions
 - Global Access 24/7 from multiple devices
 - Improved collaboration and multi-channel communication with participants

- RESULTS**
- Improved program monitoring
 - Dynamic program management
 - Front and back-end integration of program functions
 - Workflow automation and integration
 - Rapid Configuration

The Benefits

With dedicated Microsoft Dynamics CRM enabled system in place, the BEE was able to drive improvements across all their program management processes and collaboration among all partners and stakeholders. The BEE found itself in a stronger position to maximize program performance and pursue its energy conservation targets due to:

- ✓ Automation of basic business processes, resulting in improved operational performance across marketing, sales service, and monitoring functions.
- ✓ Reduction of data silos and improved information availability, access, and quality across all program participants.
- ✓ New methods of intelligence capturing and analysis across all functions for informed strategic decision making.
- ✓ Increased collaboration with partners and stakeholders on multiple communication channels.
- ✓ Increased collaboration among organizational team members, streamlining program participation and follow up procedures.
- ✓ Front and back-end integration for efficient supply chain management.
- ✓ Efficient workflow and assignment processes for administrative, operational, financial and service functions, particularly when partnering with field services.



The Results

Equipped with a robust and comprehensive Microsoft Dynamic CRM solution, the BEE could more capably manage both PAT and BLY programs. They could now effectively track and monitor the performance of their energy conservation initiatives and seamlessly scale along with growing private sector participation. The improved reliability and accessibility of information and integration of workflows drove greater operational efficiency and effectiveness across all functions, as well as enabled them to dynamically manage program performance.

ABOUT POSITIVEEDGE SOLUTIONS

Positiveedge Solutions helps customers design, develop and deploy software solutions for critical customer-facing business challenges. With our unparalleled commitment to customer and project success, along with our comprehensive knowledge of Microsoft technologies and broad industry experience and methodologies, we extend the capabilities of core business platforms to create commercial advantage for our customers. By leveraging our unique onshore/offshore delivery model, our consultants work around the clock to provide solutions quickly and cost effectively, which add measurable value to your business.



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