



[ELECTRICAL UTILITIES]

DEREGULATION—

The new *buzz* word in the utilities sector

It can mean: *complications & uncertainty*

But it can also mean:

OPPORTUNITIES & SUCCESS

**YOU NEED
SPEED AND
EFFICIENCY
TO COMPETE.**

A MARKET IN TRANSITION

- A period of intense competition follows deregulation. Expect convergence strategies, predatory pricing and innovative service packages.
- A prolonged period of deregulation among utilities leads to greater flexibility in the services they offer.
- In a competitive market, Customer Relationship Management practices define brand identity.
- With short product cycle-times and a fast-paced competitive environment, companies will succeed or fail on the strength of their project management capabilities.

ARE YOU READY?

- Get set to offer bundled packages of products and services, flexible pricing structures and more billing options.
- Be the first to find out what customers need.
- Focus your operations for greater market share and higher profits.
- Develop technologies and processes to access new channels for your consulting services.
- Make sure your IT infrastructure is flexible and modular.
- Reduce your project cycle times by uncovering best practices.

**SUCCESS
MEANS
SETTING THE
PACE.**

WHAT SBR CAN DO FOR YOU:

- SCHEDULING AND RESOURCE PLANNING
- DETAILED PROJECT DESIGN
- SALES PROCESS CHANGE AND TRAINING
- PROCESS FACILITATION AND DESIGN
- M&A SUPPORT
- OPPORTUNITY SCANNING AND ANALYSIS
- TECHNOLOGY ASSESSMENT
- IT IMPLEMENTATION
- STRATEGIC PLANNING

UTILITIES

**WITH THE MOVE TO DEREGULATION AND COMPETITION
COME CHALLENGES—AND A NARROW TIMEFRAME TO
OVERCOME THEM.**

YOUR NEEDS:

YOUR

POST-MERGER, ACQUISITIONS, AMALGAMATIONS, AND DIVESTITURES:

- H/R systems integration, process streamlining, operational efficiency

OPERATIONS:

- Process review and optimization, documentation and auditing

STRATEGY AND PLANNING:

- Market intelligence, benchmarking, continuous improvement

CUSTOMER RELATIONSHIP MANAGEMENT:

- Training, sales and marketing support, process design and mapping, external audit and testing

SBR OFFERS:

OPERATIONS

- Strategic business planning support and assessment
- System audits and documentation
- Policies and procedures development
- Process optimization and productivity improvements
- Staff orientation materials development
- Process engineering

TECHNOLOGY

- Database design and management support
- B2B integration
- Transaction security analysis
- User interface validation
- Integration of IT systems with H/R and operational processes

SALES and MARKETING

- Consumer education and communication programs
- CRM solutions - sales, service and marketing efforts
- Call centre testing, training and IT support
- Public sector proposals for Canadian and U.S. markets
- Competitor and market intelligence

SBR OFFERS PROJECT, IT IMPLEMENTATION, AUDIT AND OPERATIONAL SERVICES TO SUPPORT ANY LEVEL OF ACTIVITY.

Representative Services—

- Developing corporate scorecard based on internal metrics
- Outlining business strategy options with rollout of the business and action planning components
- Providing customer needs assessment, opportunity targeting and competitive review
- Uncovering and documenting opportunities to reduce low value-add work
- Analyzing the value of existing databases and clarifying the context in which the data can be manipulated into the designed formats
- Defining products within current market setting for web-response technology, and investigate competitors' offerings
- Implementing project management tools to ensure operations involved in the establishment of a new business subsidiary are carried out efficiently and effectively

SBR Capabilities

- Over 20 years experience across all sectors
- Ph.D.'s and multi-degreed staff with experience in operations, financial analysis, marketing and technology
- Multi-disciplinary teams capable of working within a variety of toolkits and project management frameworks
- Responsive, quick turnaround
- Low cost, instantaneous resourcing appropriate to any stage of the project cycle
- Previous experience with electrical utility sector