



From Complexity to Clarity: How a Global Energy Leader Transformed its Operations with the Denodo Platform

As Europe's largest electricity producer and a global leader in low-carbon energy, this company is renowned for its innovation in nuclear and renewable power. Serving over 30 million customers worldwide, it embraced the Denodo Platform to transform data processes, enhancing operational efficiency, streamlining workflows, and ensuring compliance with its sensitive information management charter. This transformation addressed critical challenges in marketing, customer service, and the creation of innovative client services using Open Data.

Challenges

The company faced significant challenges in its data processes, particularly in marketing, customer service, and the creation of new client services:

- **Manual Campaign Data Processing:** Inefficient manual handling of data from multiple internal sources delayed critical business insights and decision-making.
- **Slow Ticket Resolution:** Accessing ticket-related data across multiple platforms consumed 25–50% of resolution time, affecting customer service efficiency.
- **Leveraging Open Data to Create New Client Services:** Reconciling internal customer data with Open Data on energy performance (e.g., GES ratings) was essential to develop client-specific services like energy diagnostics and renovation solutions, aligned with its corporate social responsibility (CSR) goals.
- **Data Silos and Cross-Business Collaboration:** The data needs of different users evolved over time, making knowledge sharing across various business units increasingly challenging. Data silos across business units created bottlenecks, delaying decision-making and reducing operational efficiency.
- **Governance and Compliance:** Adhering to the company's ethics charter required strict management of sensitive data with varied access levels and compliance standards.

The Solution





The company implemented the Denodo Platform to build a data marketplace and address its data challenges, offering a suite of capabilities to transform its processes and operations:

- **Enhanced Systems Integration:** Integration across Hadoop, relational databases, and Oracle Exadata bridged technical gaps, streamlining cross-functional data workflows. As part of this integration, Denodo also connected platforms via JDBC connections and web services.
- **Leveraging Open Data to Offer New Services:** The platform enabled the company to reconcile internal customer data with publicly available Open Data on energy performance.
- **Targeted Use Case Deployment:** Real-time dashboards, repository federation, and self-service BI avoided resource-heavy data replication, delivering high-impact solutions efficiently.

- **Cross-Business Data Federation:** Denodo provided a unified semantic layer, which played a pivotal role in ensuring that data was not only accessible but also understood across the organization. Real-time data federation improved accessibility and collaboration across departments, enhancing decision-making and operational performance.
- **Governance and Compliance Support:** Denodo's governance capabilities ensured sensitive data management aligned with the company's ethics charter. Features like granular access controls, data masking, and audit trails enabled the company to meet stringent compliance requirements.

Benefits

Implementing the Denodo Platform delivered significant improvements across key areas of the company's operations:

-  **85% Reduction in Operational Costs:** Automating marketing and campaign **workflows saved approximately 75 workdays annually**, streamlining reporting and allowing teams to focus on strategic tasks.
-  **Increased Operational Synergy and Improved Customer Experience:** Cross-unit data federation improved data flow across business functions, enhancing decision-making speed and accuracy. The new system saved **60 workdays per year** by simplifying data retrieval for ticket management, and an additional **14 workdays per year** due to more efficient data handling.
-  **Accelerated Launch of New Client Services:** The company was able to develop tailored client services like energy diagnostics and renovation solutions, advancing its CSR goals and unlocking new business opportunities.
-  **Less Reliance on IT and Data Teams:** The new data marketplace enabled Operations and Support teams with a central hub to gain full control over reporting needs. Denodo also enabled the teams to achieve real-time operations through automated data processing and workflows, significantly reducing dependence on IT and data teams.

The Denodo Platform enabled the company to modernize data processes, reduce costs, enhance collaboration, and streamline compliance with governance standards. By leveraging Open Data for innovative client services, the company has built a strong foundation for future growth, sustainability, and innovation, aligning its data strategy with broader business goals.

