

ABINEE TEC 2007

“ACEA : Garantia de receita e otimização de custos operacionais com gestão de usuários centralizada, utilizando rede PLC e GSM”



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Agenda

- Trends – Convergence
- ACEA Case
- Ericsson Offering

Agenda

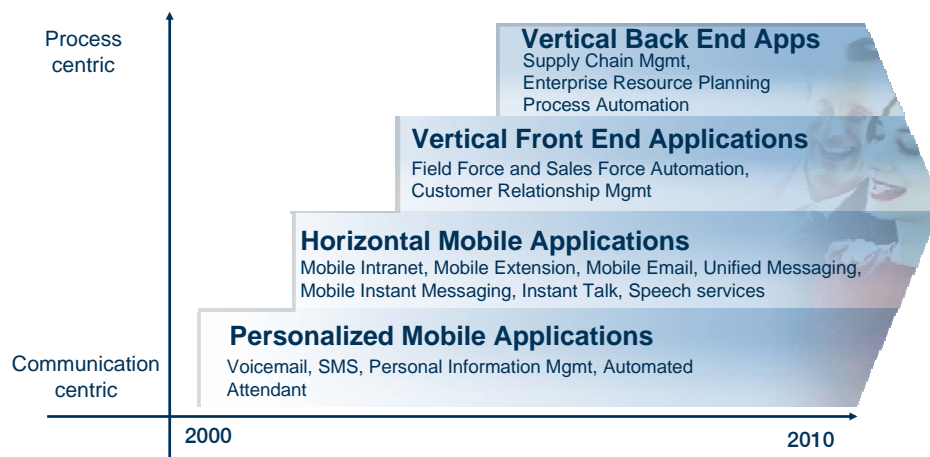
- Trends – Convergence
- ACEA Case
- Ericsson Offering

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Integration of mobile applications



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Worldwide Trends

- Liberalization / Unbundling
 - Regulation on competition, quality of service
 - Competition
 - From consumer administration to customer service
- Energy Efficiency
 - Reduction of CO₂ emissions
 - Emission rights trading
 - Reduction of consumption
- Supply & Demand Management
 - „energy citizen“
 - Peak demand management
- Crisis Situation Management
 - Natural disasters
 - Terror attacks



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Solution for ACEA

- AMM – Automatic Meter Management
- ACEA is the second largest electric power distributor in Italy



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Acea - Italy

- Acea Group,
 - Italian utility group for
 - production and distribution of power
 - water cycle management
 - Listed on the Milan Stock Exchange
- Acea : concession for distribution of
 - Electricity, 1,5 million meters in Rome
 - Gas, ~8 million meters
 - Public lighting
 - Water (via subcontractors) primarily in central Italy
- Second largest power distributor in Italy



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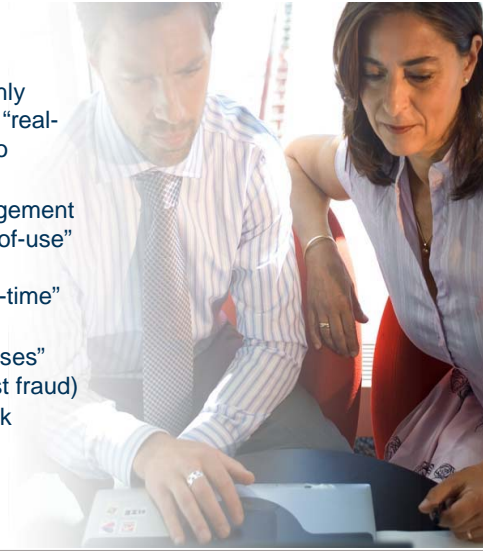
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Customer Needs

- **ACEA Needs**

- Regulation demanding monthly reading, "time-of-use" tariffs, "real-time" access for customers to consumption data, etc
- Commercial customer management (consumption profiles, "time-of-use" tariffs, improved customer communication, correct & "in-time" billing etc)
- Prevent "non-commercial losses" (protection of network against fraud)
- Medium / low-voltage network management

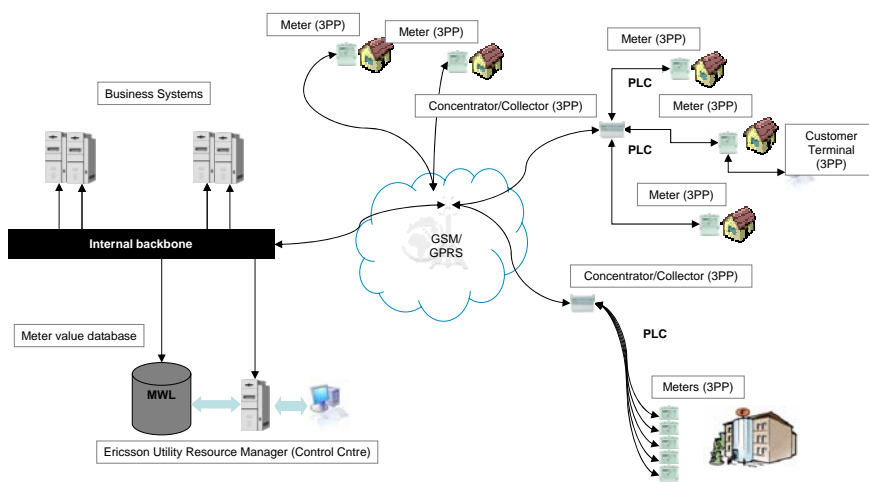


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Solution Overview



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System overview: key requirements

- Use power lines to support communications
- Extend the system scope to control of the supply network
- Extend the system capabilities to the management of other meters beside those for electricity (gas, water and heat meters)
- Consider the interfacing to legacy applications (demand management and other services), which can use information from the meters)
- See the system as a potential resource to improve business and relations with the clients
 - Time-based tariffs

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System Overview: Key components

- Advanced Meter & Network Management solution with the “Ericsson Utility Resource Manager” as core, in order to collect and integrate sensitive data into the company’s business systems, providing:
 - an end-to-end metering data center solution
 - extensive support to network operation
 - M2M communication network for meter management
 - Managed / hosted service for metering data center and M2M network provided by Ericsson
 - Management of complex roll-out and maintenance
 - Interface to customer care services (contact center, Internet portal, help desk, service messages....)

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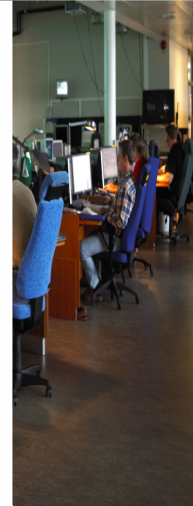
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Benefit Areas

- **Commercial Customer Management**
 - Remote meter reading
 - Remote service management
 - Customized tariffs, e.g. „happy hour“
 - Pre-paid solutions
 - Accurate and in-time billing
 - Customer communication

- **LV/MV Electricity Network Management**
 - Fault isolation, blackout prevention
 - Network topology documentation
 - Load balancing of meters & transformers
 - Revenue protection



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Commercial Customer Management

potential application areas

- **Remote Meter Reading**
 - Automated, scheduled & on-demand reading
 - Fullfill regulatory requirements (if applicable)
- **Remote Service Management**
 - Remote activation / de-activation of services
 - Variation of subscriber power
- **Customized Subscriber Tariffing**
 - Time-of-use pricing / „off-peak“ tariffs
- **Accurate & „In-time“ Billing**
 - Eliminate faults
 - billing based on true consumption
- **Customer Communication**
 - Link terminal, Internet



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LV/MV Electricity Network Management

potential benefit areas

- **Fault isolation, blackout prevention**
 - LV/MV fault detection
 - Alarm handling: Collection, qualification, communication, visualization of alarms from meters, concentrators, substations
- **Network topology documentation**
 - „Plug and play“ feature meters/concentrators
- **Load balancing of meters & transformers**
 - Programmed or emergency load reductions
- **Revenue protection**
 - Tracing of abusive connections, meter tampering

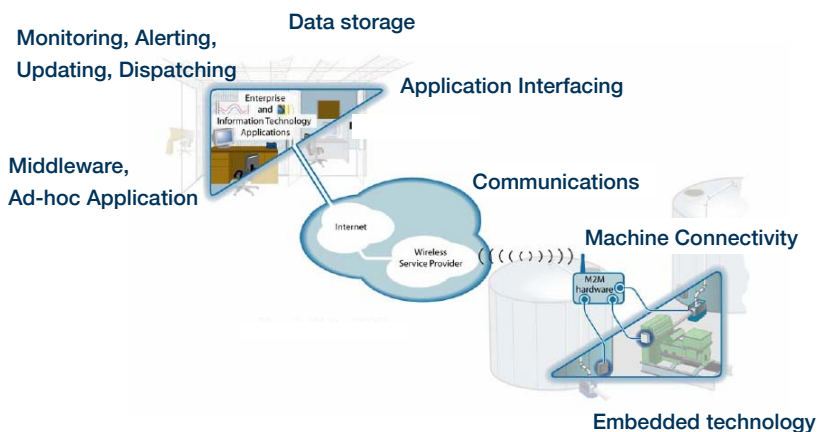


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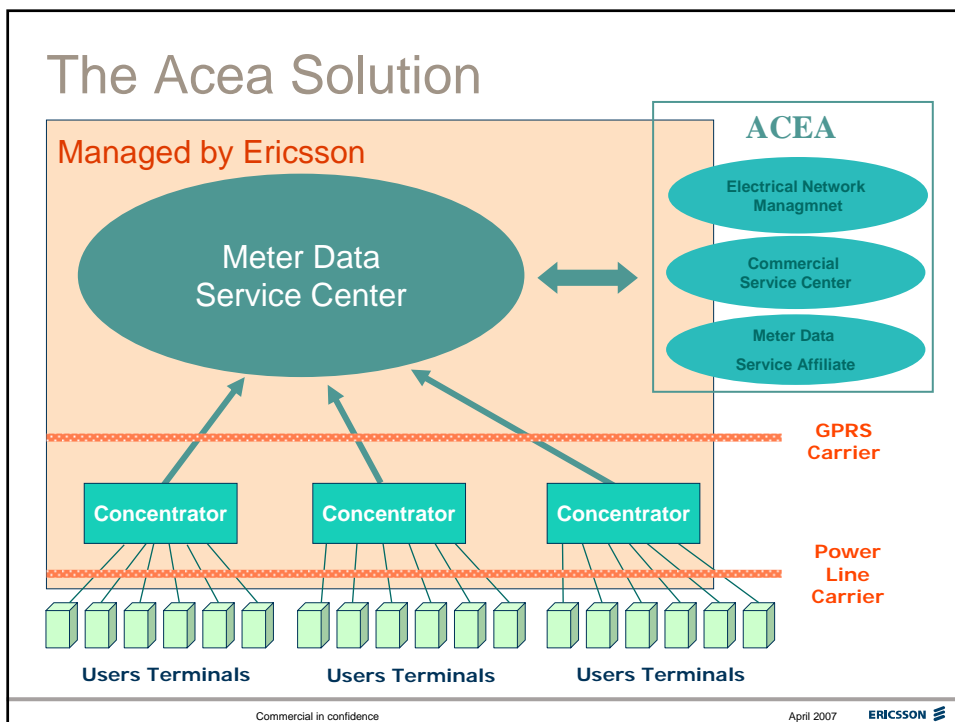
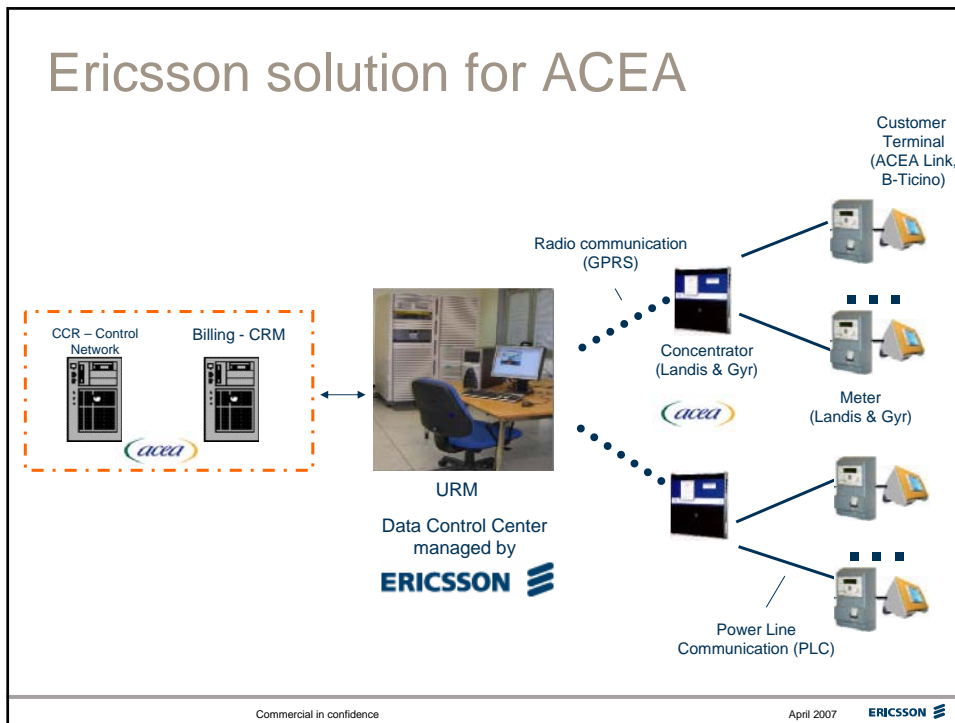
Design and implementation of M2M networks for AMM



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Benefits to Acea

- Lower OPEX in data capturing, customer management and network maintenance
 - Remote activation / de-activation of services
 - Eliminated manual reading
 - Reduced costs for customer management and network maintenance
 - Less penalty payments to regulator, due to better control
- Revenue protection - billing
 - Measurement precision allows more accurate billing
- Revenue protection - fraud reduction
 - Detect and fight fraud attempts
- Increased customer loyalty
 - Individual tariffs, etc.
- Basic Financial Figure
 - Service Monthly fee, according pay as you grow (OPEX)
 - 10 years contract



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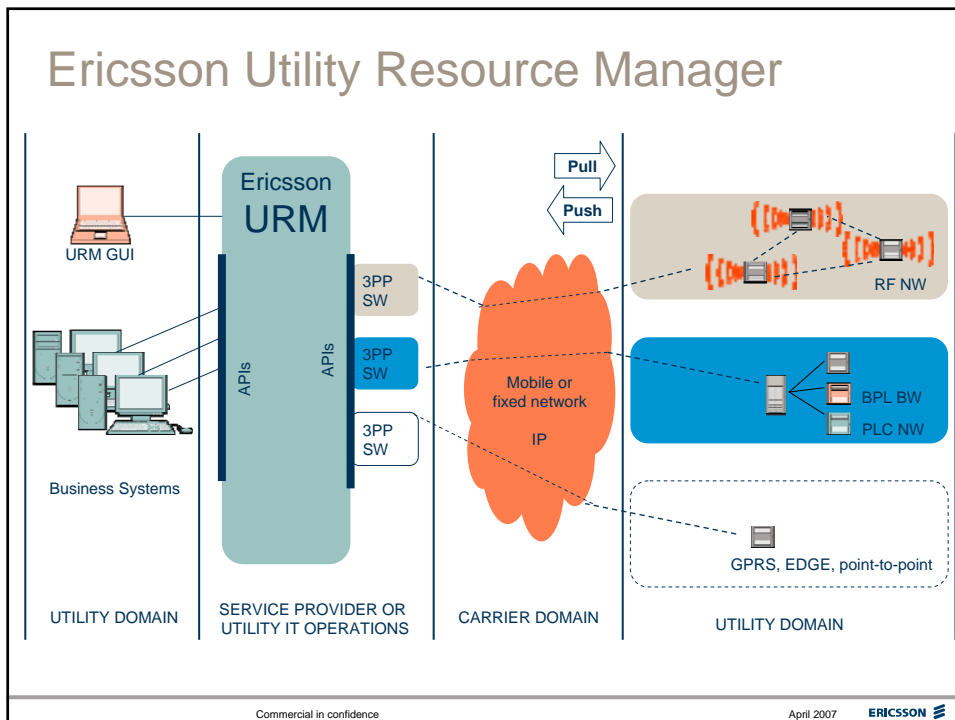
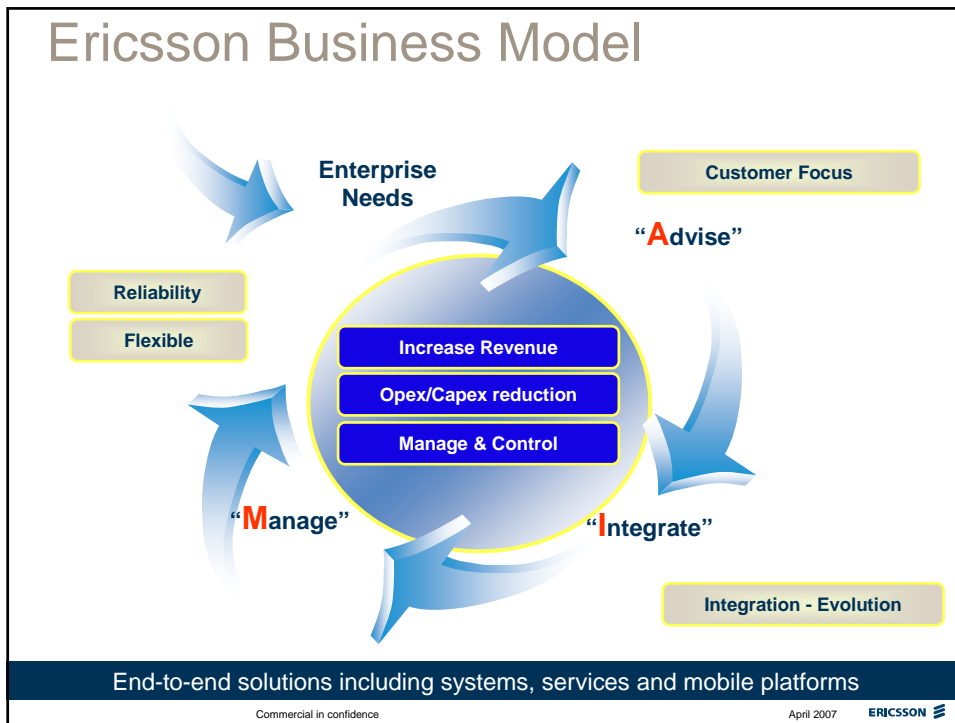
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Ericsson's Offering

- End-to-end system
 - remote meter management
 - remote control of LV/MV electricity distribution networks
- Ericsson Utility Resource Manager
 - Metering data center solution
- M2M communication network
 - design and implementation for meter management
- Managed / hosted service
 - metering data center
 - M2M network

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Ericsson's Offering

- Management of complex
 - roll-out
 - integration project
 - implementation project
- Ericsson Integrated Field Force Automation Solution
- Ericsson's Solidus eCare Customer Contact Center



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Hosting Center - Ericsson

- Solution stored in Ericsson environment
 - Ericsson – Hosting Center

- Benefits
 - Cost predictable: OPEX
 - Operation and Maintenance System
 - SLA: According Customer needs
 - Ericsson resources
 - Life Cycle Management
 - System support & Hardware Repair
 - Dedicated Access (Link):
 - Speed / Availability: According Customer needs
 - System Integration: ERP / Billing System
 - Infraestructure (layout, energy, equipments)



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Hosting

Global and local delivery capabilities
Ericsson regional operation centers



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Ericsson Brazil

- Offices: São Paulo, Rio de Janeiro, Curitiba, Porto Alegre, B. Horizonte, Brasília, Salvador, Recife, Cuiabá and C. Grande
- Service Delivery for Brazilian Market (1100 employees)
- Global Service delivery and Hosting LA centre in São Paulo (more than 280 employees)
- EGS and OEMTEL covering entire Brazil
 - Outsourcing and Network Rollout (+1.600 employees)
- Brazil R&D centre in Indaiatuba (250 employees)
- Production in São José dos Campos
- Marconi Acquisition – Jan 2006
- Redback Acquisition – Jan 2007

Brazil: 50 years in the Corporate Market and local production

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