Business challenge

After deregulation of the energy market in Spain, ODF Energía experienced rapid growth and faced volatile regulations. The company needed a scalable, flexible solution.

Transformation

Using the IBM Business Process Manager on Cloud solution, ODF Energía worked with IBM® Business Partner® Habber Tec Internacional S.L. to create an integration layer in the cloud to consolidate and automate all of its business processes.

Business benefits

Improves

customer service by increasing contract processing speed

Boosts

responsiveness, so that the company can keep up with constantly changing regulations

Eliminates

the need to add infrastructure when requirements change, thanks to cloud-based services

ODF Energía

Streamlining compliance using IBM business process management software

ODF Energía is a fast-growing startup that helps consumers and businesses reduce their energy costs in Spain's newly deregulated energy market. After receiving its license in 2011 to trade energy in Spain, the company experienced rapid growth. "We have grown fast every year, every year, very fast. It's most rewarding, but also it's a problem," says Sergio Palmero, Founder and Chief Executive Officer of ODF Energía.

"It's a problem to have to think about provisioning new infrastructure every time you need more resources."

—Sergio Palmero, Founder and Chief Executive Officer, ODF Energía

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Coping with rapid change and growth

Palmero needed to find a technology platform that he could use to cope with constantly changing energy regulations. Because the deregulated energy market in Spain is so new, it is subject to numerous rules—from the government, from energy providers, from industry organizations. To stay competitive, the company needed to respond to these changes quickly.

In addition, Palmero needed to support his company's rapid growth. Using a disparate set of applications to run his business was causing issues. "We were using these separate islands of software to run our business activities. People were creating business processes with different tools," says Palmero. "And when our business started to grow, we needed more and more people just to support the software. It wasn't sustainable."

Scaling quickly with the cloud

Palmero realized that cloud-based applications would provide the flexibility and scalability he needed to keep up with constant growth and change. Using an IBM Business Process Manager on Cloud solution, ODF Energía created an integration layer in the cloud to consolidate and automate all of its business processes. IBM Premier Business Partner Habber Tec Internacional S.L. helped the company design the architecture of the cloud solution, working in collaboration with ODF Energía line of business executives. Habber Tec also helped implement the Business Process Manager on Cloud platform.

With cloud-based business process management (BPM) software, Palmero doesn't have to worry about constantly adding to his IT infrastructure. "It's a problem to have to think about provisioning new infrastructure every time you need more resources," he says. "We don't want to have a lot of IT people." In fact, Palmero moved his whole IT environment to the cloud. "We decided to move our entire infrastructure to the cloud because of our explosive growth, growing from USD 4 million to USD 14 million to USD 24 million over the past few years," he says.

"And we're expecting USD 54 million this year and USD 90 million in the next year."

Increasing business agility

By integrating and automating its processes with the Business Process Manager on Cloud solution, ODF Energía can serve customers more quickly. "We have reduced the number of people that are assigned to contract management, but also reduced the time between when a customer signs the contract to the time we provide the energy," says Palmero.

The BPM software also helps ODF Energía stay on top of constantly changing regulations. "In the last four years, the regulators have changed the rules every month. So each time the regulator changes the rules, we have to change our processes to comply," says Palmero. "With the BPM, we can respond quickly. Even if we decided to work with another form of energy, we could make that happen very fast. And that's key to being able to compete in this marketplace."