

## POWER



## Any of this sound familiar?

*First Utility's Director of Digital Chris Marsters spoke to [insightive.tv](#) on the ways digital transformation is delivering for customers in the energy sector.*

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INTERVIEW HERE**



### AN INDUSTRY IN FLUX

The last few years have seen an unprecedented shift in the nature of the energy industry. The continual advance of new technologies, and changes in the way we generate and consume power, means energy companies are being forced to innovate to balance the needs of customers, investors, policymakers and regulators. Competition in the market has meant that margins are squeezed. Managing the downturn in profits as well as the need for innovation from increasingly demanding and tech-savvy customers is a challenge.

### RISING CUSTOMER EXPECTATIONS

The modern consumer is very discerning, and with increased competition and regulation from Ofgem, keeping them happy is more difficult than it's ever been. You can design seamless experiences with a modern customer-centric focus but, if you rely on traditional development methods, you risk losing market share and loyalty.

### INNOVATION IS EVERYTHING

The 'Internet of Things' has brought hundreds of new 'smart' products, and also the need to collect, exchange, analyse and act on new data streams. Business and domestic customers are ever more interested in managing and reducing their energy consumption, and eager to adopt technological innovations that help them do it.

*Insightive.tv sat down with Paul Bircham, Commercial and Support Services Director at Electricity North West to learn how digital transformation is creating new possibilities for detailed control and better service results.*

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INTERVIEW HERE**



## THE SELF-MANAGING NETWORK IS A GOAL WORTH STRIVING FOR

With more smart elements in your network and the ubiquity of mobile customer access – the dream of a self-managing network used by self-service customers has never been closer. That is, except that only a few of your systems are integrated properly.

A continuous cycle of mergers and acquisitions in the last few decades has left virtually every power company with disparate legacy systems.

The sea of data from various functions is accumulating in systems that simply don't talk to each other. Coordinating network and on premise repairs, fitting smart meters and every activity in-between frequently requires email, paper and manual workarounds. All of which lead to inefficient processes and an absence of operational insights.

## WHAT IF THERE WAS ANOTHER WAY?

- One platform that works in harmony to enhance and extend your existing infrastructure.
- Rapidly build applications that knit together legacy systems into compelling end-to-end, user journeys.
- Integrate your discrete systems, allowing both you and your customers to see everything they need to at once, without the need for niche point solutions and workarounds.
- An easily changeable, digital business platform that you can tailor to build the applications you really need, using a drag-and-drop interface.

## INTRODUCING MATS LOW-CODE

Digital process automation and multiple applications on one platform, built around what you need, right now. One platform that will process and manage your data, and integrate with legacy systems across your whole business. As well as connecting people, processes, applications, offices and devices, it will help you provide compelling end-to-end, user journeys, and a consistent and engaging customer experience, not to mention increasing efficiency and reducing costs.



Contact us today  
**[www.matssoft.com/contact-us](http://www.matssoft.com/contact-us)**

Or call us on **+44 (0) 330 363 0300**



### › About MatsSoft

MatsSoft is on a mission to close the Process Execution Gap – the gap between the people who know what they want to improve, and the coders who make it happen. We set out to create a new kind of process improvement platform – one that eliminates coding and complexity, making it easy for process people to make the changes they want to make.

Today, our Low-code development platform, MATS, is used by process improvers, customer champions, innovation leaders and IT teams in organizations across the globe. Customers include Nationwide Building Society, Coca-cola, FedEx, Santander, Thomas Cook, Barclaycard, RBS, GOV.UK and HM Coastguard.

Find out more at **[www.matssoft.com](http://www.matssoft.com)**