

# Roadmap for Products and Services in Smart Utility Segments

## For a European Downstream Energy Utility Player

Identified compatible and scalable market opportunities	Developing business models and implementation strategy	Identified potential partners and evaluated strategic targets	Providing deal advisory and acquisition support
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CLIENT CHALLENGES	OUR APPROACH			
<ul style="list-style-type: none"> <li>» The client: a European downstream energy utility player</li> <li>» The client wanted to expand its clean-energy products and services portfolio in the retail market</li> <li>» The scope of our work was to develop a roadmap for products and services in new and emerging market segments, such as smart homes, home generation, home comfort, EV charging stations, energy storage, smart metering, etc</li> </ul>	<b>Opportunity Analysis</b>	<b>Product Roadmap</b>	<b>Go-to-Market Strategy</b>	<b>Partnership Support and Deal Advisory</b>
	<b>Solutions Delivered</b> <ul style="list-style-type: none"> <li>» Identifying and analyzing potential opportunities in these markets</li> </ul>	<ul style="list-style-type: none"> <li>» Developing a 5-year product roadmap in the clean-tech domain</li> <li>» Identifying supply chain, operations, sales and service strategies for multiple</li> </ul>	<ul style="list-style-type: none"> <li>» Suggesting the ideal business models for market entry</li> <li>» Outlining the market-entry strategy and suggesting potential partners across the value chain</li> </ul>	<ul style="list-style-type: none"> <li>» Analyzing synergies and business upside from potential partners</li> <li>» Providing deal advisory and acquisition support</li> </ul>

IMPACT DELIVERED
<ul style="list-style-type: none"> <li>» Identified new markets to leverage upcoming market and technology trends</li> <li>» Identified compatible and scalable market opportunities with new and profitable business models</li> <li>» Identified new opportunities to add revenue streams and customers</li> <li>» Identified potential partners and evaluated strategic targets in geographies and markets of interest</li> </ul>

### About Acuity Knowledge Partners

Acuity Knowledge Partners, formerly part of Moody's Corporation, is a leading provider of bespoke research, analytics, staffing and technology solutions to the financial services sector. Headquartered in London, Acuity Knowledge Partners has nearly two decades of transformation experience in servicing over 300 clients with a specialist workforce of over 2,500 analysts and delivery experts across its global delivery network.

We provide our clients with unique assistance not only to innovate, implement transformation programmes and increase operational efficiency, but also to manage costs and improve their top lines. These services are supported by our proprietary suite of Business Excellence and Automation Tools (BEAT) that offer domain-specific contextual technology.

Acuity Knowledge Partners is assisted by Equistone Partners Europe, a leading private equity organisation that backs specialist growth businesses and management teams.