

OUICK FACTS

Industry

Utilities - natural gas

Employees

269

Headquarters

Bursa, Turkey

Web Site

www.bursagaz.com

SAP® Solutions and Services

SAP for Utilities solution portfolio, SAP® Customer Relationship Management and Billing for Utilities package

Implementation Partner

BTC Business Technology Consulting AG

Bursagaz distributes natural gas and provides services to its more than 700,000 natural gas subscribers in Bursa, Turkey. To strengthen its technology infrastructure, the utility implemented SAP for Utilities solutions including the SAP® Customer Relationship Management and Billing for Utilities package. The company has streamlined billing and financial management processes and reduced operational costs by increasing efficiency and control.

Key Challenges

- Automate and standardize sales, billing, and collections processes
- Improve information security and control
- Improve budgeting, cost estimating, and pricing accuracy for new installations
- Reduce the number of software applications
- Enhance analytics and data consistency to support decisions
- Adapt more easily to changing regulations

Implementation Best Practices

- Used ASAP methodology, proven project management practices, and implementation partner's utilities template
- Minimized customization and leveraged existing functionality that supports industry best practices and compliance with local regulations
- Gained high-level sponsorship of shareholders

Financial and Strategic Benefits

- Greater billing accuracy and clarity by integrating accounts receivable processes
- Fewer billing disputes by eliminating double payments and billing errors
- Better cash flow through dunning efficiency
- Enhanced customer satisfaction and lowered operational cost by enabling online requests for connection and disconnection
- Better planning, execution, and tracking of budgets for infrastructure expansion project
- Improved service and increased compliance through industry-specific functionality

Why SAP Was Selected

- Global vendor with strong footprint in utilities for an ongoing partnership
- Preferred solution of parent companies
- Integration with parent companies' software for ease of consolidation
- Industry-specific solution with support for international best practices
- Large ecosystem that has strong industry experience

Low Total Cost of Ownership

- Lowered ongoing IT effort and cost by outsourcing system hosting and support and predefining service-level agreements
- Reduced number of full-time equivalent support staff from 15 to 4
- Eliminated costly interfaces by adopting an integrated solution
- Implemented a solution that can scale to meet future business needs

Operational Benefits

- Reduced number of cash desks for collections by 90%
- Increased adherence to preventive maintenance schedule by 60%
- Decreased billing errors by 40%
- Reduced customer complaints by 45%
- Reduced staff time to perform dunning, collections, receivables, and financial close processes
- Reduced bad debt and days sales outstanding





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"By implementing SAP for Utilities solutions, we've been able to transform our operations from being device centric to customer centric. This change will support our long-term growth as we uphold the quality of our service."

Ahmet Hakan Tola, CEO, Bursa Natural Gas Distribution Trading and Construction Co. Inc.

Supporting a World-Class Vision

Bursa Natural Gas Distribution Trading and Construction Company (Bursagaz) is a pioneer in the Turkish natural gas industry. Authorized to distribute natural gas in 1989, the company became one of the first distributors of natural gas in Bursa, Turkey. Since then, it has grown to distribute natural gas to over two million Bursa residents.

To support its vision to be a world-class natural gas supplier, Bursagaz needed to invest in its technology infrastructure. The company had been using nonintegrated software solutions that were built by in-house staff. It wanted an integrated solution to enable long-term growth. "We needed to improve financial performance and customer satisfaction by achieving a higher level of control," says Mehmet Ensari, Bursagaz's CIO.

Choosing a Solution with Depth and Breadth

Bursagaz is a subsidiary of two holding companies, EWE and Calik. Both companies use the SAP® ERP application to manage business processes, so being able to integrate with their environment was a key factor in choosing a solution. After considering software available in the market, Bursagaz opted for the SAP for Utilities solution portfolio and the SAP Customer Relationship Management and Billing for Utilities package. "The software functionality met our core needs as well as industry-specific requirements," Ensari explains. "Plus,

our parent companies had positive experiences using SAP software that we could leverage."

Localizing the Solution

Bursagaz worked with BTC Business Technology Consulting AG (BTC) to implement the software. BTC followed ASAP methodology and completed the implementation in two phases: core functionality first, specialized industry functionality next. It also leveraged an industry-specific implementation template and made adaptations when necessary. "We needed to change the address fields to match our local area," Ensari notes. "We configured an online banking interface, on-site billing, and online house-connection processes."

Maximizing Process Efficiency

Bursagaz has realized many improvements. It has streamlined its meter-to-bill-to-collection processes and integrated its sales and finance processes. "We can now use a mobile device to leave a bill at the customer's residence, and it's integrated with our back-end software," Ensari says. "This helps ensure the accuracy of our bills. With our online banking interface, our receivables processes are more efficient too."

Bursagaz has also gained efficiency in its connection and disconnection processes. "Our application process for new installations is standardized now, so we have consistent contracts and pricing," Ensari explains. "Customers can now connect

and disconnect their service online, further improving our service and reducing operational costs."

Realizing Extensive Benefits

The project has touched nearly all aspects of the company's performance. Software hosting and maintenance has been outsourced to BTC, reducing IT effort and cost. Managers have access to improved tools for analysis to support decisions, and data is centralized for greater accuracy. Plus the company can now adapt more readily to changing regulations. "When a regulation changes, we can modify our processes as needed within our centralized solution and it's changed for the entire organization," Ensari says.

By enhancing service and tightening control through its SAP software, Bursagaz is fulfilling its vision of being a world-class local distributor of natural gas.

Implementation Partner

BTC AG is a leading IT consulting firm with offices in Germany, Switzerland, Turkey, Poland, and Japan. BTC's services range from process consulting to system integration and include IT system management in an outsourcing model.



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