



Case study

innogy

(part of RWE Group)

True partnership resulted in major efficiency gains for innogy

One Consumer IAM solution that suits a full range of customer brands

When an energy company brings together several different brands across multiple European markets, the question of effectiveness of having several online customer access platforms is bound to be brought up sooner or later. RWE's energy company 'innogy' decided it was time to build one multi-brand, multi-country and multi-language platform for its customers in Europe. There was only one company that innogy trusted to provide this platform with a safe, fully (GDRP-)compliant and future-proof IAM system: iWelcome.

innogy is a German energy company and an important subsidiary of the RWE Group. Today, it is one of Europe's leading energy companies, with a revenue of around €4 billion and over 40,000 employees. innogy's activities consist of building and operating sustainable power plants - mainly based on wind energy, hydropower and bio-energy. The company focuses on its 23 million customers in 16 European countries, offering them innovative and sustainable products and services that enable them to use energy more efficiently and improve their quality of life.



Multi-brand dynamics

innogy is successful in its key markets Germany, the United Kingdom, the Netherlands and Belgium, as well as several countries in Eastern Europe like the Czech Republic, Slovakia and Poland. The retail branch of innogy operates under various local brands, such as Energie Direct and Powerhouse (NL), Essent (NL and BEL), eprimo (GER) and innogy (GER, CZE, POL and SK). The company's multi-brand dynamics is part of its strength; but trying to keep different customer platforms for every brand going at the same time seemed like a waste of – pun intended – energy. And money, as well as man-hours for that matter, as a result of the separate systems, entry portals, logins, IAM-approaches, data storage and IT management that are involved.

One fully up-to-date consumer data solution

As part of its ongoing quest for a more (cost-)effective and efficient service offering, innogy was investigating the integration of several of its customer service platforms into one pan-European, fully up-to-date solution that fits and services different brands. One powerful integrated customer platform where consumers can safely log-in to check on the status of their energy

use, their bills et cetera – each within the branded environment one would expect to see. On top of that, the platform had to seamlessly provide innogy's employees to analyse data and perform other activities as part of their daily work.

“One Consumer IAM solution to service all innogy brands in different countries”

The importance of data security

innogy and its mother company RWE knew what they were looking for. A Consumer IAM solution that reflects the importance of data security and that applies state-of-the-art standards for infrastructure, data security as well as Identity and Access Management (IAM). A solution that provides multi-factor and (delegated) role-based access to data and systems, on a state-of-the-art security infrastructure, with end-to-end data protection and advanced rights management. A solution that supports standard protocols, is fully API-ready (Registration API, Workload API and Password-Reset API) and offers Single Sign-On.

Statistics



10.000.000 +
consumers



100%
cloud strategy



10 +
brands



5 +
countries

innogy was impressed by the strength of iWelcomes Consumer IAM solution – in many ways. First of all, iWelcome was able to prove that it has a long track record of implementing multi-branding platforms in Europe, and more specifically in The Netherlands and Germany. Its technical ability to go the extra mile when it comes to multi-level, delegated user management differentiated iWelcome from other vendors. iWelcome was able to fulfil innogy's request for a fully GDPR-ready solution, that supports in being compliant to the latest EU privacy rules and regulations. And last but not least, the offering fitted well within the price/rate bandwidth that innogy had defined.

Getting the solution ready and working

The implementation of iWelcome's GDPR-by-design solution, with the step-by-step rollout that started in The Netherlands,

was not the easiest ever performed in iWelcome's Consumer IAM practice. The multi-brand approach and the variety of preferences that the solution was required to cater for raised new challenges. As each brand was offered freedom to choose its own (level of) branding within the integrated platform, implementation was for a large part a development phase in which RWE, innogy and iWelcome cooperated as true partners.

“Each brand was offered freedom to choose its own branding”

In this partnership, the participating innogy brands were offered maximum flexibility. This ranged from a fully API-driven portal with every imaginable whistle and bell to a basic and low-key white-label offering. All of these functionalities were implemented within one and the same iWelcome solution, allowing a lower Total Cost of Ownership.

A new format for successful partnership

Another key success factor of the implementation project was the partnership model that was implemented. With innogy's competence centre in the Czech Republic playing a vital role in the rapid implementation and roll-out of iWelcome's Consumer IAM solution for consumer brands. This partner model worked so well, that RWE has decided to implement it in its entire organisation as a format and recipe for successful cooperation.

About iWelcome

iWelcome provides Identity & Access Management as a service (IDaaS). With iWelcome's cloud platform, organisations manage the identity lifecycle and the access rights of their employees, private and business customers, partners and suppliers in a simple, secure and efficient manner. iWelcome is a 100% European company, is certified by the Dutch Government and resides exclusively in European Datacenters. Our platform and organisation are engineered to facilitate the complexity and security requirements of small and large enterprise and government organisations.