

Optimize the Process and Sales of Gas & Electricity

– for residential, commercial and industrial end-users

midas

Midas is a Sales, Contract, Risk and Management solution

Midas helps energy suppliers working with electricity and gas to dramatically increase efficiency in the sales process, provide contract management and product/price handling – for residential, commercial and industrial end-users.

Midas also delivers real-time control and overview of present and future aggregated sales exposure and demand for hedge positions combined with a strong management cockpit for business intelligence and analysis.

Developed by Conscius – Creating success for the Scandinavian Retail Energy Industry since 2008.

Key Features

- » Increase sales efficiency by more than 50%
- » Forecast profit on each sale
- » Handles offer and contract
- » Products/price-feed for all needs
- » Present and future control over aggregate exposure
- » Business Intelligence / data analysis
- » Minimize risk in a competitive and volatile market
- » Increase profitability
- » Estimated ROI of 12 months

Improve Sale Process

Midas makes it possible for energy companies to ensure earnings on every sale and enables you to strengthen your market position.

 **50-70%** Increase sales process efficiency

- » 3 step and 30 second contract offering
- » Release resources for added sales activity
- » Live updated price calculation
- » Handle 5000+ meters in one contract
- » Always on-the-fly updated profit
- » Contribution margin on each sale
- » Calculated consumption forecasts
- » iPad friendly for use in field sales

Management Cockpit

Midas collects relevant data which can be used through Midas' Business Intelligence to create intuitive visual reports to help you make decisions, minimize risks and optimize your business.

- » Performance overview at all levels
- » Provides quick answers to critical management questions
- » Contracts contribution
- » Profit on each sale, campaigns and on total sales
- » Individual sales performance
- » Aggregated volume deviation
- » Profile risk deviation



Hedge and Risk go Hand in Hand

Midas continuously updates sold positions and keeps track of total sold positions which minimizes risk when hedging. This is done during the entire contract life cycle. Midas keeps track of the sold purchase quantities in the associated portfolios.

- » Real-time control over sold position
- » Minimizes risk dramatically and improves compliance
- » Overview of:
 - » Present and future aggregated sales exposure
 - » Total sold positions
 - » Sales and trade profit
 - » Split of value created between sales and trading

 **30-50%** Decrease in risk for the complete contract life cycle

Customer Contract Management

- » Seamless offer and contract process
- » Customized contract templates
- » Make contracts in the field
- » Monitor contracts with live updated prices and continuous updated profit
- » Track and make changes during the entire contract period
- » Contract profile, price and hedge demand are automatically updated when changes occur
- » Real time knowledge and consequences of contract changes
- » Extend contract when the market is favorable
- » Hedging portfolio is automatically updated

Products and Pricing

- » Offers variety of products
- » Simple implementation of standard products
- » Customize complex products
- » Support campaigns easily
- » Support multiple price curves
- » Companies' FWD curve can be used for pricing

Product types

- Fixed price
- Variable price
- Variable / fixed price mix
- Energy Certificates
- Lower / Upper limit
- Mark-up
- Financial transaction
- Flat rate
- Bio natural gas
- Customize products...

”Midas has clearly contributed to the fact that SEAS-NVE maintained its competitiveness and position in the business market”

- SEAS-NVE's annual report (one of the largest energy companies in Scandinavia)