

Energy Supplier Transforms for Market Share



ENERJISA

Enerjisa is a leading player in Turkey's growing and developing electricity market.

The company has grown at a rapid pace over a 20-year period. It services 9 million customers in 14 cities and provides distribution services to approximately 20 million users.

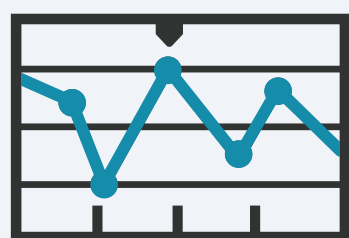
“The new IT system goes to the very heart of the business in terms of determining supply and demand. We can now order our business in terms of customer consumption, both present and future, and preempt demand like never before.”

Gokalp Oger
Information Technology Director
Enerjisa

Challenges



Increase market share in Turkey and neighbouring countries



Gather more insights from data



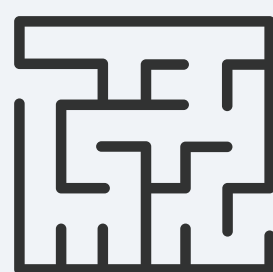
Adapt more quickly to changes in demand



Support SAP HANA environment



Manage growing data

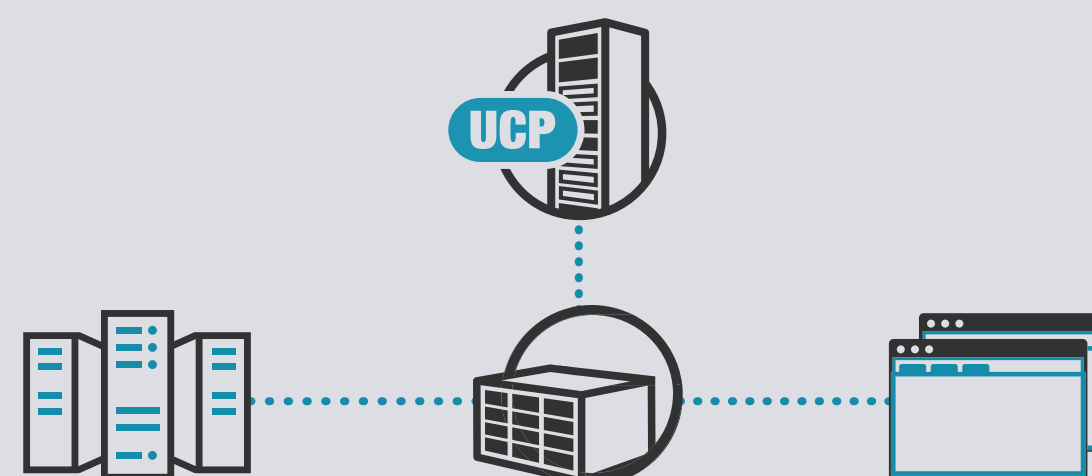


Manage growing footprint

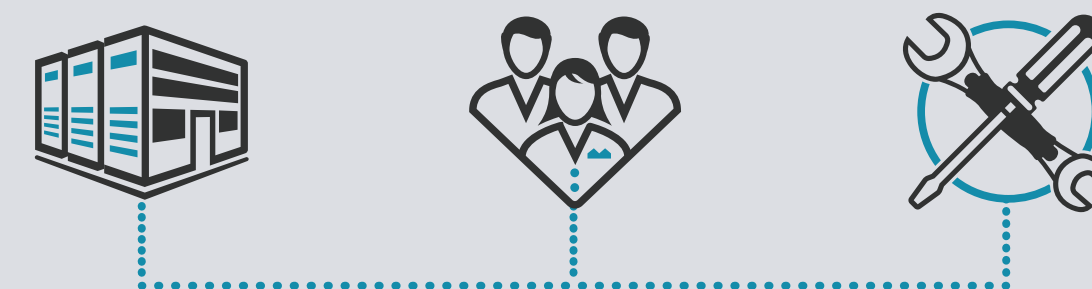
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Solution

Transform Work, Operations and Business Model



Hitachi Unified Compute Platform for SAP HANA



Install, implementation and maintenance by Hitachi Data Systems Global Services Solutions

“By investing in Hitachi’s UCP solution, we have effectively implemented SAP’s best practice advice – to ground SAP HANA in cutting-edge technology”

Gokalp Oger
Information Technology Director
Enerjisa

Outcomes



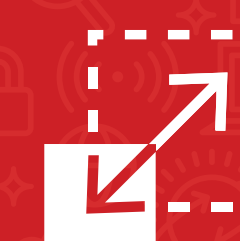
Seamless and quick implementation



Business warehouse systems are 1.5 times faster



Advanced, accurate real-time business insights



Preempt customer demand



Increased profitability from better pricing decisions



Reduced maintenance costs