

# APPLICATION FOR A GAS RETAIL LICENCE AUTHORISATION UNDER THE GAS INDUSTRY ACT 2001 (VIC)

WINconnect Pty Ltd (**WINconnect**) applies to the Essential Services Commission (**Commission**) under section 25 of the *Gas Industry Act 2001* (Vic) (**GI Act**) for a retail gas authorisation.

This retail gas licence application has been prepared in line with the requirements detailed in the Essential Services Commission's 'Guidance Notes for Applications for Gas Licences and the Transfer of Existing Gas Licences – October 2006.'

Public Attachment 1 contains WINconnect officer's declaration that the information contained in this application and the accompany attachments is true and correct.

## SECTION 1 – INFORMATION ON THE APPLICANT AND THE NATURE OF THE APPLICATION

# **General particulars** Name of Applicant WINconnect Pty Ltd. Trading name WINconnect. **ACN** 112 175 710. Addresses Registered address: Suite 201, 12 Cato Street, Hawthorn East Vic 3123. Address for correspondence: Same as registered address. Contact person Andrea Steele General Counsel Email:

# 1. Corporate Background and Structure

# Background

Phone:

Built on the decade-long heritage of WINenergy's embedded electricity services, WINconnect now provides a full portfolio of utility services.

Committed to delivering excellence in all aspects of our Australian based company, WINconnect is a full service organisation with internal expertise in engineering, call centre management, customer service, regulatory compliance and information technology. Integrity and transparency is imbued in everything we do.

Privately owned by the management team, the company has a professional board with the appropriate mix for corporate governance and strategic direction.

WINconnect, trading as WINauspower, holds electricity retail authorisations in both Victoria and under the National Energy Customer Framework (NECF) and on 29 July 2016 was granted a retail gas authorisation under NECF.

WINconnect is also in the process of applying for a small scale retail and distribution gas licence to supply customers with metered and unmetered gas within Victorian embedded networks.

We have market participant status with both AEMO and the ASX and we hold an Australian Financial Securities Licence.

In addition to its retail electricity experience, WINconnect's embedded network management business (trading as WINenergy) includes managing the sale and supply of other essential services, including hot water, air-conditioning, unmetered gas for gas cook tops (within NECF jurisdictions), internet and telephone services.

Retailing these other essential services strengthens and enhances WINconnect's energy retail expertise and experience, better equipping WINconnect to operate a gas retail business.

# Corporate Structure

The structure of WINconnect's corporate group is shown in Confidential Attachment 27. WINconnect has one wholly owned subsidiary NextGen Utilities Pty Ltd.

A copy of WINconnect's Constitution, which is provided to the Commission on a commercial in confidence basis, is attached as Confidential Attachment 14. A copy of WINconnect's Certificate of Incorporation is also attached as Confidential Attachments 13 and 13a.

## 1.1 The Board

# Dr Dan Norton AO (Non-Executive Chairman)

Dan is a director of various companies including Trinitas Pty Ltd, Ben Lomond Water, Cradle Mountain Water and Southern Water. In 2014 Dan was awarded the Order of Australia for distinguished service to business and finance, particularly in the areas of infrastructure development, to the energy sector and to medical research.

# **Tom Patsakos (Chief Executive Officer)**

Tom is the CEO and Managing Director of WINconnect. Tom joined the electricity industry in 1994 as a senior manager with Powercor Australia Ltd. He has extensive retail energy market experience in Victoria, New South Wales and Queensland. Additionally, Tom gained solid general management experience whilst employed by Tyco Services (Australia) and Firex (Australia) Pty Ltd.

As the CEO of WINconnect, Tom is responsible to the overall financial performance, strategic direction and management of the Company. To complete his MBA Tom wrote his thesis on the deregulation of the Victorian electricity industry, thereby demonstrating his exceptional understanding of energy markets at both a wholesale and retail level.

# **Tim Norton (Executive Director)**

As founding partner and an executive director of the company, Tim takes carriage of the strategy formulation and business positioning of WINconnect. Prior to founding WINconnect (formerly known as WINenergy) in 2005, Tim had a successful career in IT consulting having founded and floated Oakton Ltd.

Without losing sight on business and compliance issues, his engineering background ensures that WINconnect always strives for technical excellence. Tim is a Fellow of the Australian Institute of Company Directors and has served on the boards of several different public companies.

# Russell Neil (Non-Executive Director)

Russell chartered the emergence of on-selling energy through embedded networks, establishing and implementing on-selling solutions to a broad range of clients. He has been part of the fabric of WINconnect since inception.

# Robert Bottecchia (CFO & Company Secretary)

Robert has overall responsibility of the financial and commercial environment of WINconnect. He has over 20 years senior finance experience.

Before joining WINconnect 3 years ago, Robert was CFO at one of Victoria's largest residential developers for 8 years, where he gained considerable knowledge of the construction and embedded electricity network market.

Prior to this worked in various finance positions in the manufacturing and service sectors developing his skills within a number of global multi national organisations.

# 1.2 Major Shareholders

WINconnect is predominantly owned by the directors, executive and management team. An up to date share register is shown in Confidential Attachment 15.

# 1.3 Certificate of incorporation / registration

The certificate of incorporation for WINconnect is shown in Confidential Attachments 13 and 13a.

# 1.4 Executive Team of WINconnect

The executive team of WINconnect consists of the following personnel:

- Tom Patsakos (Chief Executive Officer) B. Bus (Economics & Marketing), MBA
- Tim Norton (Founding Partner & Executive Director) B. Eng, M. Eng, MBA, FAICD
- Phil Baxter (Chief Technology Officer)
- Andrea Steele (General Counsel) LLB, B. Com (Finance & Economics), LLM
- Robert Bottecchia (Chief Financial Officer & Company Secretary) B. Bus (Accounting) CPA, FTIA, Reg TA
- Peter Gladwin (Chief Information Officer) BSc. Eng (Computing Science)
- Simon James (General Manager: NSW) B. Eng (Elec)
- Peter Michael (Human Resource Manager), Adv. Dip. Management, HRM & Marketing

Further details of the executive team and key personnel's expertise and experience are shown in Confidential Attachment 2.

# 1.5 Organisational Structure

WINconnect's organisational structure and areas of responsibility for each member of the executive and key personnel is shown in Confidential Attachment 1.

# 1.6 Licence Sought by WINconnect

Form of energy for which an authorisation is sought

Unrestricted full retail gas licence.

Date from which licence is sought

1 January 2018.

Nature and scope of the operations proposed

WINconnect intends to establish a retail gas business which is primarily focussed on retailing gas to those customers who leave WINconnect managed embedded networks and take up residence in non-embedded network properties in Victoria. We will also pursue other opportunities as they present.

Further details on the nature and scope of WINconnect's proposed gas retailing operations is outlined WINconnect's business plan in Confidential Attachment 5.

Types of customer WINconnect intends to supply

WINconnect intends to sell natural gas to:

- domestic or small business customers as defined in section 42 of the GI Act; and
- large customers who do not come within the definition of section 42 of the GI Act.

# 1.7 Licences Held by WINconnect

WINconnect holds an electricity retailer authorisation granted by the AER and, in Victoria, an electricity retail licence granted by the Essential Services Commission.

In addition, WINconnect also holds a retail gas authorisation under NECF. We have market participant status with both AEMO and the ASX and we hold an Australian Financial Securities Licence.

To date, WINconnect has had no unsuccessful licence applications for either retail or distribution activities in Victoria or any other jurisdiction.

# 1.8 Licence Conditions

WINconnect is not seeking any non-standard licence conditions.

# **SECTION 2 - THE COMMISSIONS OBJECTIVES**

The granting of a gas retail licence to WINconnect would be consistent with the objectives of the Commission under section 18 of the GI Act and section 8 of the *Essential Services Commission Act 2001* (Vic) (**ESC Act**) for the reasons outlined below.

As an authorised gas retailer, WINconnect will be in a position to promote the Commission's primary objective of protecting the long term interests of Victoria's residential and small business consumers by providing additional competition in retailing natural gas market in Victoria. As an authorised electricity retailer WINconnect is an astute and competitive retailer and plans to bring these qualities to ensure it is an equally competitive gas retailer and thereby extend its positive customer experience to this part of the retail gas market.

WINconnect will utilise its already well developed internal capabilities and service infrastructure to deliver compelling offers and dependable customer service. As a current Victorian electricity retailer, WINconnect can continue to safeguard the long-term interests of Victorian energy consumers by continuing to comply with all relevant state and national regulations.

WINconnect's participation in the Victorian retail gas market will provide Victorian customers which a greater choice of differentiated energy retailers and energy supply offers to select from thereby driving increased competition and prevent monopolistic behaviour and abuse of non-transitory market power. The achievement of this would be consistent with the Commission's objective and commitment to encourage greater competition in the energy industry and therefore deliver benefits to Victorian customers.

WINconnect will comply with all and any of the Commissions' regulatory framework and any relevant health, safety, environmental and social legislation that are applicable to the industry. Through our existing energy retailing activities, WINconnect has developed a customer hardship policy that incorporates available programs and options to support vulnerable and low-income customers.

At all times WINconnect will comply with all aspects of the GI Act, the ESC Act and will continue to comply with all aspects of the Energy Retail Code and other relevant rules, codes and legislation.

# **SECTION 3 - INFORMATION ON FINANCIAL VIABILITY**

WINconnect can meet and address the financial criteria required of a retailer of gas in Victoria.

# 3.1 Current financial position and balance sheet

WINconnect's audited financial reports for the financial year ended 30 June 2017 are included in Confidential Attachment 25.

## 3.2 Business Plan

WINconnect's business plan is included in Confidential Attachment 5.

In addition to the business plan WINconnect provides the Commission with additional financial analysis and sensitivity analysis. This analysis is included in Confidential Attachment 5a.

# 3.3 Credit rating

See Confidential Attachment 26.

# 3.4 Intra group contractual arrangements

Nil.

# 3.5 Financing arrangements

See Confidential Attachment 32.

# 3.6 Shareholder details

See Confidential Attachment 15.

# 3.7 Compliance history

Below is a summary of the compliance history of WINconnect, its associates, other businesses of which a WINconnect director has been a director, and other businesses that control WINconnect's business activities:

- Previous material non-compliance with any law or regulatory requirement
   Nil.
- Licenses/authorisations which have been revoked
- Previous unsuccessful licence/authorisation applications
   Nil.
- Past or present administrative or legal action in relation to any licence/authorisation application
   Nil.
- Previous retailer of last resort events

Nil.

# 3.8 Offences or prosecutions

None of the following has committed or been prosecuted for any offence under Commonwealth, state or territory law

- WINconnect;
- · any director of WINconnect;
- · any other person that exerts control over WINconnect's business activities; or
- any other person responsible for significant WINconnect operating decisions.

# Statutory declaration

The statutory declaration by the CFO and attached as Confidential Attachment 29 attests that none of the executive management team of WINconnect Pty Ltd have ever been disqualified from managing a corporation under the provisions of the *Corporations Act 2001* (Cth) .

# Criminal history checks

Criminal history checks are available on request for the individuals mentioned in sections 1.1 and 1.4.

# **SECTION 4 - INFORMATION ON TECHNICAL CAPACITY**

# 4.1 How WINconnect will bring energy experience into the gas retailing business

WINconnect will dedicate to its new gas retail business the same senior managers and other staff that currently work in its embedded network management business and its WINauspower energy retailing business.

WINconnect, trading as WINauspower, already operates competently and compliantly within the electricity retail market with both internal and third party service providers.

This will bring into the new gas retail business the expertise and experience necessary to sell gas to small and large customers, in accordance with applicable regulatory requirements and internal policies and procedures.

WINconnect is already an AEMO and ASX market participant and has demonstrated its ability to operate in the wholesale energy market in compliance with all market rules and procedures.

WINconnect maintains well established relationships with key industry participants including market operators, network businesses across the NEM, other retailers, wholesalers and end users.

WINconnect has the expertise, knowledge and skill base to operate a viable gas business retailing gas to residential, small business customers and large customers as outlined in section 1.6.

## 4.2 Human resources

See Confidential Attachment 1 - Organisational Structure.

See Confidential Attachment 2 for further details of individual staff expertise and experience.

# 4.3 Service providers

WINconnect has agreements with the following service providers to support its gas retail business as follows.

- Utilibill.
  - o Utilibill was founded in 2005 is a 100% Australian owned and operated business.
  - Utilibill provides billing for embedded networks, hot water, air- conditioning and will provide the billing for all future WINconnect products.
  - Utilibill is Australia's most advanced and most popular billing platform with more than 150 telecommunications and energy resellers dependent on their billing technology throughout the world. Utilibill customers have recently been awarded accolades such as winner of BRW's "Fast Franchise", multiple winners in "Fast Starters" as well as BRW's "Fast 100". Utilibill itself holds the Commonwealth Bank Small business Champion Award as well as Deloittes 3rd ranking in the Technology Fast 50 and rank 24 in the Deloittes Asia Pacific Fast 500.
  - o A capability statement for Utilibill is included in Public Attachment 2.
  - A copy of WINconnect's contracts with Utilibill is included in Confidential Attachment 3.
  - Controls to ensure compliance
    - WINconnect's contract with Utilibill requires Utilibill, in providing services to WINenergy, to comply with the GI Act and applicable jurisdictional energy legislation.

# Comcity.

 Founded in 2000 and based in Melbourne, Comcity is an IT services company providing outsourced IT support, tailored cloud solutions and consultancy services to small and medium enterprise in Melbourne and Sydney.

- Comcity provides WINconnect with all its desktop, email, Internet and inter-office networking services.
- Comcity brings advanced IT and cloud solutions to a diverse client base assisting in solving some of their toughest business challenges. Comcity aims to understand business needs and equip those businesses with the resources required to bring effective integration between business and the technology required to best support business operations.
- A capability statement for Comcity is included in Public Attachment 3.
- A copy of WINconnect's contracts with Comcity is included in Confidential Attachment 3a.

# 4.4 Memberships, Registrations and Other Arrangements

Energy and Water Ombudsmen (EWOV) Scheme

WINconnect is already a member of EWOV as shown in Public Attachment 4. WINconnect joined the Ombudsmen scheme when it became an authorised electricity retailer.

# AEMO and ASX Austraclear Registration

As an authorised electricity retailer, WINconnect has been a market participant with AEMO since mid 2013 and therefore has access to all the relevant AEMO market systems and interfaces.

The retail electricity business conducts weekly market settlements with AEMO including our wholesale trading counterparties and is therefore fully aware of and conversant with the rules and conditions governing market participation including settlement and reconciliation of energy purchase, B2B interface and service order processes, Austraclear participation for clearing and settlement services and wholesale prudential requirements.

WINconnect has commenced discussion with AEMO with regards to registration as a Market Participant – Retailer in the Victorian Declared Wholesale Market ('DWGM') as shown in Confidential Attachment 34.

Once WINconnect has received a gas retail licence they will continue work with AEMO to complete registration.

• Energy Safe Victoria – gas safety case under Gas Safety Act 1997 (Vic)

WINconnect has liaised with Energy Safe Victoria representatives on the gas safety case acceptance process required for the proposed business model outlined in section 1.6 and the Business Plan as shown in Confidential Attachment 5.

Correspondence with Energy Safe Victoria regarding WINconnect's business model is contained in Confidential Attachment 33.

# • Community Service Arrangements and Agreements

WINconnect has commenced discussions with various government and non-governmental community welfare agencies including the Department of Human Services with a view to entering into arrangements with these agencies for the provision and delivery of concessions and rebates, as applicable, to eligible customers.

Additionally, WINconnect is aware of the various concession and rebate schemes and arrangements administered by both state and federal governments and will be in full compliance in line with our hardship policy requirements.

# Australian financial services licensing

WINconnect holds an Australian financial services licence. A copy of WINconnect's AFSL is contained in Confidential Attachment 35.

Arrangements with other market participants in terms of gas supply arrangements

WINconnect currently operates a full wholesale trading and risk management team that oversees trading of wholesale exposure related to its electricity retail business.

Wholesale exposure in gas markets will be managed by that team within WINconnect's Rick Management Framework.

WINconnect has commenced discussions with wholesale counterparties to manage longer term exposures moving forward.

In the short term WINconnect will purchase all wholesale gas directly from AEMO via the DWGM with agreements in place with storage and pipeline owners.

# 4.5 Internal Policies and Procedures

# Compliance Management

Compliance is an integral part of sustaining the financial and business objectives of WINconnect and forms part of our overarching risk management framework. WINconnect understands that both gas and electricity supply are essential services and that the retailing of such services is subject to various and wide-ranging legislative and regulatory instruments.

As an authorised electricity retailer, WINconnect is already aware of and understands the obligations it has under the *Electricity Industry Act 2000* (Vic) (**El Act**) in relation to retailing electricity.

Furthermore, as an authorised gas retailer under NECF, WINconnect is already aware of and understands the obligations it has under the NERL, the Retail Rules and jurisdictional energy legislation in relation to retailing gas.

WINconnect has prepared a compliance policy and compliance register in respect of the obligations it has under the GI Act, Gas Distribution System Code, Energy Retail Code, Interim Compliance and Performance Reporting Guideline for Energy Retail Licence Holders, Code of Conduct for Marketing Retail Energy, Guideline No 22 – Regulatory Audits of Retail Energy Businesses, *Victorian Energy Efficiency Target Act* 2007 (Vic), *Victorian Energy Efficiency Regulations Act* 2008 (Vic) and the Victorian Energy Efficiency Target Guidelines.

WINconnect already complies with all relevant laws, regulations, codes and guidelines (as applicable) relating to its electricity licence and will apply the same thoroughness to the relevant laws in relation to the retailing of gas.

A copy of our Gas (& Electricity) Retail Compliance Obligations Register is shown in Confidential Attachment 9. This document provides for compliance measures that will enable WINconnect to comply with each compliance obligation to which it is subject.

This is supported by WINconnect's Gas Retail Compliance & Enforcement Policy as contained in Confidential Attachment 6.

# Risk Management

WINconnect is committed to promoting and fostering a robust risk culture across the business. To this end it has established a formal framework for ongoing risk management. WINconnect's risk management policy is included in Confidential Attachment 8.

This framework includes an understanding and addresses day to day management of risk across the business, roles and responsibilities for risk ownership and processes for regular review and reporting on business risks.

# WINconnect Gas Retail Contracts

Template contractual documentation for the sale of gas to small customers complies with the requirements of the Energy Retail Code is shown in Confidential Attachment 11.

A draft PPIS is also shown in Confidential Attachment 36.

# · Complaint and dispute resolution procedures

WINconnect has prepared and is proposing to adopt the updated complaints and dispute resolution policy included in Confidential Attachment 7, which now covers retailing electricity and the sale of gas, having regard to Australian Standard ISO 10002-2006 (Customer satisfaction – Guidelines for complaints handling in organisations).

# · Internal policies and procedures

Customer Hardship Policy

WINconnect has prepared and is proposing to adopt the financial hardship policy included in Confidential Attachment 22, which now covers retailing electricity and the retailing of gas.

Privacy & Collection Statements

WINconnect has a privacy policy included in Confidential Attachment 23.

Credit Provider Policy

WINconnect has a credit provider policy included in Confidential Attachment 28.

Customer Account Establishment and Management

A statement on how customer accounts are established and managed is included in Confidential Attachment 16.

Telephone call centre – customer service

WINconnect already operates its own call centre and so WINconnect will be able to handle telephone calls from customers (and potential customers) regarding account and billing issues and inquires and will be able to accurately record all interaction and exchanges with customers.

WINconnect has included details on this in Confidential Attachments 17, 18 and 21.

Customer billing and management system

As outlined in section 4.3, WINconnect has a contractual arrangement with a reputable energy outsourcing system provider (Utilibill) to handle customer management and billing requirements. A mock retail gas invoice is supplied in Confidential Attachment 19.

Details of this contractual arrangement are shown in Confidential Attachment 3.

Meter reading arrangements

A statement on WINconnect's meter reading arrangements is included in Confidential Attachment 20.

Document retention policy

WINconnect's document retention policy is included in Confidential Attachment 24a and 24b.

Policies and procedures addressing probity and competence

WINconnect's policies addressing probity and competence are contained in Confidential Attachment 30.

Statutory declaration

The statutory declaration as to the truthfulness of this gas application by WINconnect is attached as Public Attachment 1.

# **PUBLIC ATTACHMENTS**

- 1. Declaration that information contained in the application is true and correct
- 2. Service provider capability statement Utilibill
- 3. Service provider capability statement Comcity
- 4. EWOV membership

# **CONFIDENTIAL ATTACHMENTS**

- 1. Organisational structure
- 2. Curricula vitae for senior managers and other key personnel
- 3. Utilibill Contract
- 3a. Comcity Contract
- 5. Business plan
- 6. Compliance & Enforcement Plan
- 7. Complaints and dispute resolution policy
- 8. Risk management policy
- 9. Compliance obligations register
- 10. Financial sensitivity analysis
- 11. Template contract for the sale of gas to small customers
- 13. Certificate of incorporation original WINenergy Pty Ltd
- 13a. Evidence of name change to WINconnect Pty Ltd
- 14. Company Constitution
- 15. Share register for WINconnect Pty Ltd
- 16. Customer account establishment and management procedure
- 17. Customer service arrangement
- 18. Billing and collections procedure
- 19. Template gas invoice
- 20. Meter reading arrangements
- 21. Disconnection procedure
- 22. Financial hardship policy
- 23. Privacy & collection statement
- 24. Document control policy
- 24a. Document retention policy
- 25. Audited financial statements
- 26. Credit rating
- 27. Corporate group structure
- 28. Credit provider statement
- 29. Statutory declaration on management
- 30. Policies and procedures addressing probity and competence
- 32. Financing arrangements
- 33. Correspondence with Energy Safe Victoria
- 34. Correspondence with AEMO
- 35. WINconnect AFSL
- 36. WINconnect PPIS

# State of Victoria

# **Statutory Declaration**

I, Robert Anthony Bottecchia [full name]						
of 21 Kelvin Close, Niddrie Victoria [address]						
	of WINconnect Pty Ltd ("entity") [name of entity]					
hereby DECLARE that the information conattachments thereto upon which I have place gas licence under the <i>Electricity Industry Ac</i> I make this declaration conscientiously belief that a person making a false declaration	ed my signature, for the grant of a retail et 2000 (Vic) is true and correct and that eving the same to be true and in the					
Declared at Hawthorn East	$\prec$					
this 14 day of November 2017	Signature of person making this declaration					
Before me,	[to be signed in front of an authorised witness]					

The authorised witness must print or stamp his or her name, address and title under section 107A of the *Evidence* (Miscellaneous Provisions) Act 1958 (as of 1 January 2010), (previously Evidence Act 1958), (eg. Justice of the Peace, 1 Pharmacist, Police Officer, Court Registrar, Bank Manager, Medical Practitioner, Dentist)

ANDREA NANCY STEELE Suite 201, 12 Cato Street, Hawthorn East VIC 3123 An Australian Legal Practitioner within the meaning of the Legal Profession Uniform Law (Victoria)

Signature of Authorised Witness



Introduction to Utilibill

Capability statement















# **About Utilibill**

Utilibill was formed in June 2005 as purpose built platform from the ground up. The Utilibill purpose is to simplify the complex business of running Telecommunications reseller businesses. This is executed with a philosophy of automation, consolidation, simplification and system usability. This philosophy is delivered in a top down methodology encompassing the needs of Management, Operations, Finance, Helpdesk, Collections, Agents / Dealers and end customers.

The platform written in JAVA and AJAX and has a security framework which is the base foundation of the system. The Database is designed on the highly scalable and available Microsoft SQL technologies. The system is 100% web based, built as a one system solution with 15 modules. These 15 modules each represent a task the platform was initially designed to consolidate for its first customer. These modules of consolidation include:

- 1. Dashboard reporting module
- 2. Inventory module
- 3. Rate Plan Wizard
- 4. Provisioning module
- 5. Billing module
- 6. Payment module
- 7. Pay by Phone
- 8. Agent Module
- 9. Commission module
- 10. AAA module
- 11. LOLO / LOLM replacement
- 12. Audit module
- 13. Contact module
- 14. XML module
- 15. NBN / Wholesaler / end customer Portal
- 16. Energy, Gas, Water, Chilled Water, body corporate fee billing, provisioning
- 17. Reminder treatment module

Utilibill continue to develop the platform for the benefit of its valued customers. Some works are customer funded others are initiatives of Utilibill deemed to be in the interest of continual improvement of the business offering.

Utilibill is an innovative and somewhat disruptive technology, which is raising the bar for billing companies in the Australian market place. Utilibill continue to innovate and continue to be disruptive driving improved efficiencies into the telecommunications and utilities space. Complacent providers incapable of understanding Telco requirements and unable to keep up with the rapid changes in the market place will be left by the wayside. Efficiency and Automation is the catalyst that drive systems to align with business processes, Utilibill recognise the magnitude of systems impact on efficient business operation and on going success.

Telecommunications companies with turnover between \$50 and \$500Million fall into our area of specialisation. Our platform provides billing services for a number of medium sized Telecommunications providers. There are a number of considerations that make Utilibill stand out.

- 1. The team and our company philosophy
- 2. All code and all hardware is written and supported in Australia



- 3. Hardware selection Industrial grade Server clustering and Fibre technologies
- 4. Our efficiencies reduce staff required
- 5. Friendly system reduces staff induction training turnaround
- 6. Platforms GUI is built using common sense and User centric approach
- 7. Utilibill continues to innovate and integrate new products
- 8. Utilibill have a Controlled Systems Development Life Cycle
- 9. Development, TEST and Production environment style approach for controlled changes in line with ITIL and ISO20000

# Current Installation within Australia and APAC

Australia represents the majority of Utilibills' current business profile.

Utilibill currently provides back and front of office services to over 110 service providers. These service providers are a mixture Full service telecommunications providers and niche players. A number of key accounts include Telcoinabox and Southern Phones, Relevant FTTH installs include Sanctuary Cove.

We are in discussions with key tier 1 and 2 players and have ceased offering our services to customers with less than \$15M turnover. We have taken this approach to ensure we maintain a level of service required by customers serious about delivering efficiencies through automation and continuous product enhancements.

Utilibill provides telecommunications billing and provisioning services of Telecom NZ and Telstra Clear in New Zealand for a number of service providers. Openreach and GAMMA end-to-end integration exists for the UK market.

# **Company Ownership**

Utilibill is a 100% Australian, privately owned business limited by shares.

As a 100% Australian owned business, Utilibill has the support of the Australian Government for not only its current offering but also developments underway in both New Zealand and the United Kingdom. One such initiative will see Utilibill provide Telco, gas, power and water on one bill this financial year.



# **Understanding your Requirements**

Utilibill recognise some of the many reasons that you might seek a platform refresh.

- Replacing end of life systems offering flexible and scalable solution
- Increase customer satisfaction through improved timeliness and accuracy of all billing and associated reporting deliverables.
- Improve and standardise internal processes
- Opportunities to generate revenue through value added services.
- Reduce load on support by automating current support tasks
- Reduce load on internal staff by automating current manual workarounds

Having recently worked with a leading telecom consulting firm in Australia, Utilibill has a sound knowledge of the key role billing and reporting plays in customer acquisition and retention, with many organisations looking to telecom expense management to reduce/manage operating expenses. In addition, customers have expectation of service providers providing the tools to achieve the desired outcomes.

There are many challenges for both the service provider and customer that we have identified around billing and reporting, including:

# **Service Provider Perspective**

- Platform is not flexible enough to bill according to various customised contracted rates - e.g. discounts can't be applied at the service level (i.e. typically at account level only)
- Inflexible structure to allow for the package of innovative products and services
- Limited descriptive fields for billing item codes
- Lack of feature transparency between core system and billing
- Inadequate flow of service information from service delivery system to billing platform

# **Customer Perspective**

- Forms fields are incomplete for internal staff to conduct analysis
- System slow to access and manipulate
- Inaccurate inventory tab/fields
- GUI is limited
- Limited data extraction capabilities
- Service fields don't necessarily have corresponding "description" fields '
- Insufficient information available for auditing and management purposes
- Cannot generate cost allocation easily from the User Interface

Through Utilibill's experience in working with retail and wholesale service providers, we understand customers, with sizable annual spend, are looking for the ability to manage and monitor the spending and usage of telecommunication services. They are looking for the ability to:

- Disaggregate bill by cost code and cost centres
- Drill down and query down to call record level
- Generate Management Reporting and build custom reports
- Monitor usage in real-time or near real-time
- Efficiently manage assets and inventories
- Order/Purchase online with ability to track progress
- Lodge disputes and enquiries in a user-friendly customer portal



# **Pricing**

Pricing is highly dependant on the configuration required.

# Referees

Utilibill can provide referees from Electricity, Telco and embedded network upon request.



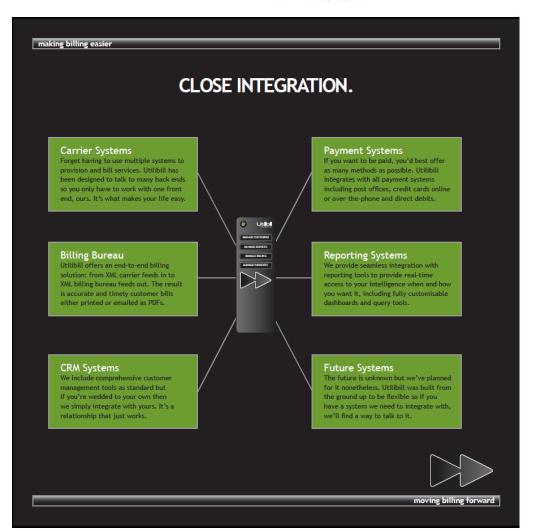
# **Appendix A - Marketing Brochure**













# MANAGE CUSTOMERS.

Utilibill's advanced customer management system gives your team the tools they need to provide the service your customers demand. It logs everything done. It tracks everything that needs to be done. And your customers will love you for it.

# Powerful Search



Management and front line Customer Service Representatives (CSRs) need to find what they're looking for the moment they need it, so Utilibill offers a single powerful search field enabling name, company or service detail searches. Utilibill doesn't look, it finds.

## Contact Log

Not only can CSRs easily add notes every time a customer calls but Utilibill automatically logs every add, move and change to a customers's account to provide a thorough history. Contact notes are easily categorised enabling powerful reporting and can be assigned to different members of the team along with action dates. In short, you'll know what happened, when it happened, who did it, when you need it most.



## Integrated Ticketing System

Utilibill's integrated ticketing system allows for any issue to be logged and tracked, ensuring SLAs are met and the customer is receiving the service they signed up for. Colour coded tickets ensure response times are adhered to or escalated to team leaders. Create attachments of any sort to maintain a complete trail of documentation within the ticket and sort tickets by priority, date, team or status.

## Online Self-Service

Give customers the ability to look after their own needs as much as possible with a powerful self service portal. Customers can

login to check their billing history, analyse their service usage, pay their bill and update their personal details so when they do call, be ready because you'll know they've done their homework first.

- Customer Contact Information
- Contact Notes within Date Range
- Customers Added within Date Range
- Customers by Postcode
- Date Customers Added
- Customers by Agent







# MANAGE SERVICES.

3G, 2.5G, iBurst, DSL, SHDSL,Wi-Fi, WiMax, Mobile Broadband, Mobile TV, PSTN, VoIP, VoDSL, IPTV, Video-On-Demand, Satellite, Gas, Electricity. The services market isn't standing still so make sure your billing platform isn't either.

# Provisioning Wizards

Utilibill is a fully converged platform enabling the rapid deployment and provisioning of new services but with a consistency your team will appreciate. Step-by-step wizards guide you through even the most complex of provisioning processes, reducing the risk or human error and often simplifying third-party carrier systems along the way. Services are either provisioned in real-time where possible or result in confirmed appointments along with detailed set-up sheets for supply to the

# Multi-Level Management

Services are fully searchable and customisable and can be viewed at a number of levels. View top level only to see basic information such as service type, conection and disconnection

dates, or drill down further to enable powerful configuration options for advanced users.

## Easy Transfer

Every service within Utilibill can be easily transferred from one account to another so should ownership change, so can the service. Utilibill tracks where services have come from and where they have been moved to, automatically marking the contact log where necessary.

#### Customer or Service Rating

Rating can either be applied at the customer level saving time for those with many services of the same type, or every service can be individually rated for granular control. Adjust rates based on event, time and units.

# Service Unique Plans

All plans are specific to a service type so for example a mobile plan can never be applied to a fixed wire service.

## MANAGE SERVICES REPORTS

- Customers by Services
- Services by Connection Date
- Services by Disconnection Date
- Customer Plan Summary
- Revenue by Plan Summary







# MANAGE BILLING.

Utilibill looks after the real-time billing, rating and charging of all services so you can concentrate on acquiring and retaining customers. Our end-to-end service starts with pulling raw data in one end and delivering beautifully presented bills out the other.

# Dynamic Rating Tools

Simply copy and edit pre-loaded templates to create innovative plans using event, time and unit based rating.

# Paper and PDF Bills

Customers have the option of paper bills, PDF bills or both, PDF bills are always available within Utilibill ready for CSRs to "be on the same page" as the customer.

#### Presentation Preferences

itemisation to the granular level, departmental

# Single and Recurring Charges Once-off charges can be added in a few of

and complex payment structures involving

# Bundle Deals

Converged billing of course presents many opportunities to retain customers through cross-sell and bundle offers. Utilibill's flexibility enables various products with different rating structures to be combined

Irrespective of individual rating, utilibill offers a simple way to provide a complete bill discount enabling service providers to offer special deals to reward direct debit payment for example. This is presented to the customer as simply "Your Discount".

## Marketing Messages

Every bill is a marketing opportnity for a service provider so Utilibill makes it easy to add messages to both the front and back of

# MANAGE BILLING REPORTS

- Margin by Product
- Costs Greater than Charge
- Manual Recurring Charges
- Unbilled Late Payment Fees
- Refunds, Adjustments, Bad Debt
- Customer Overrides
- Statement Summary





moving billing forward



# MANAGE PAYMENTS.

Utilibil gives your customers the freedom to choose how they pay their bill, while giving you the tools so make sure they do. But if you gave the best customer service, for the best value services, and an accurate bill, then watch the payments roll in.









# Accept Payments, Not Excuses

We like to make it as easy as possible for the end user to pay you some money so Utilibill integrates with all payment sytems so they'll have no excuses. We accept all credit cards including Visa, MasterCard, American Express and Diners Club plus customers can pay online or by I'R pay-by-phone systems. Also direct EFT payments (including B9XY), over the counter payments at Post Offices and Ilevsagents and of course cheque payments by snall mail.

# Direct Debit Flexibility

Effective direct debit control enables service providers to "set and forget" the payment side of the equation and maximise their collections efficiency and cash flow. Utilibilit enables direct debit to both credit card and bank accounts and can be set to occur on agreed days of the month or on a weekly, fortnightly or monthly basis.

To maintain the effectiveness of direct debits Utilibill offers two tools: credit card expiry date reports that can be run on a monthly basis to advise customers to update their details and bounce handling alerts so failed direct debits can be followed up.

# Real-time Reporting

Utilibill offers a real-time view of all payments processed enabling the tight management of the collections process. A number of reports are available eabling you to

monitor the flow of money in while the aged receivable report shows a real-time snapshot of money owed and customer contact info, enabling broadcast email and SMS reminders.

## MANAGE PAYMENTS REPORTS

- Payments for Day
- Payments for Month
- Payments by Date Range
- Aged Receivable
- Credit Cards Hear Expiry
- Customer Direct Debit Details
- Balance over Credit Limit





moving billing forward



# For billing:

Internet Services
Voice Services
VolP Services
Mail & Web Hosting
Wireless Services
Satellite Services
Video-on-Demand
Flectricity Electricity

# Features:

Features:
Web platform (no software required)
Integrated ticketing system
Integrated dashboard
Integrated payment services
Integrated reporting
Integrated calendaring
Integrated customer portal
Integrated customer portal Integrated customer portal
Integrated radius services
Integrated mail/web/DIIS
Pay-by-Phone ready
Role-based access lists
Agent ready
View/pay your bill online
PDF or print bills
Customisable bill format
Customer based bill options
Service entering/ordering wizards
PCI compliant (Visa/Mastercard security compliance program)
Instant activation of email, web hosting, dial up and VoIP services
Customise the system to your requirements

Specification:
The Platform is Based on Dell server clusters running MS-SQL,
Apache, Java and AJAX. The Utilibill platform also has a web objects
layer and accepts XML formats

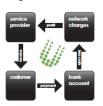
## Requirements:

Internet Explorer 7 or above Internet Explorer Mobile



# CALL1300 558 202

email sales@utilibill.com.au or go to utilibill.com.au



Call international +613 9654 6875 Fax 1300 558 274

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# **Appendix B - Existing Utilibill Modules**

Utilibill provides a number of fully integrated modules. We continue to add new modules to the platform, which currently consists of;

# **Reporting**



Utilibill comes with many standard reports. These reports include the following categories;

Management, Finance, Customers, Marketing, Collections, Services. In all there are over 500 standard reports available with additional reports being generated every month.

# Dashboard

The Dashboard allows for selective reporting enabling staff to perform their core task in a proactive manner. Each level of the organisation chart requires different reporting. The Dashboard tool allows for auto alerts to be sent to you, your mobile, SMS or your customers to inform of items like



- High spend alert notification
- Customers approaching cap
- Reminder treatment
- Cross Selling

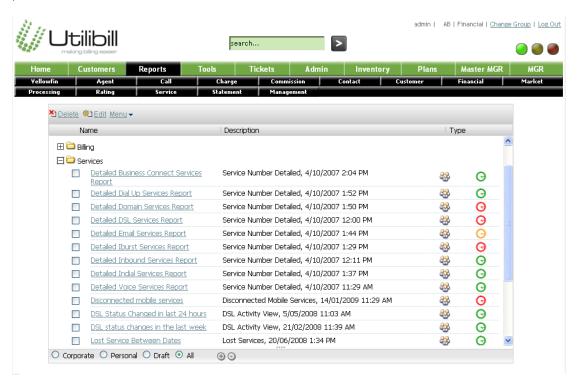


**Management** may display collections reports, growth in Revenue, Margin dollars, High spend alerts, ARPU, Churn, customers added etc.

**Customer service operators** may populate their dashboard with items like failed port churns, new service activations, Pending connections, high spend reports and user intervention required reporting.



Design view enables you and your service providers to generate their own reports by pulling different fields from the predefined design views. These views can be displayed as Pie charts, Graphs, Trend charts as specified by the users preference. Each report can be saved and presented on the dashboard.





# <u>Inventory</u>

Utilibill provides a simple inventory system which allows for the management of inventory assets, this includes fields similar to the below.

This module allows customers to purchase devices from the portal and then assign monthly recurring charges or an outright purchase price to the device.

This is Hierarchical providing the ability to view the total inventory, total order, total back orders. Customers would only have access to information regarding the devices they have ordered.

# Requirements:

Stock Type	Stock Amount	Brand	Product	Extras	Colour	Code	Supplier	Our Buy Ex	Markup	Price Ex	Price Inc	Frieght	
Mobile		LG	LG Prada		Black	KE850	Roadhound	\$550.00	\$10.00	\$605.00	\$665,50	\$22.00	Update
Mobile		LG	LG Shine		Silver	KU970	Roadhound	\$325,00	\$10.00	\$357,50	\$393,25	\$22.00	Update
Mobile		Motorola	Motorola		Black	HG106800332A	Roadhound	\$43.00	\$10.00	\$47.30	\$52.03	\$22.00	Update

# <u>Ticketing system</u>

Utilibil offers a ticketing system providing departmental problem management. Service providers may see benefit in having not only a place for Customers to log their faults, requests etc. Additional benefit can be found by providing access to all internal departments that interact in any way with your operation

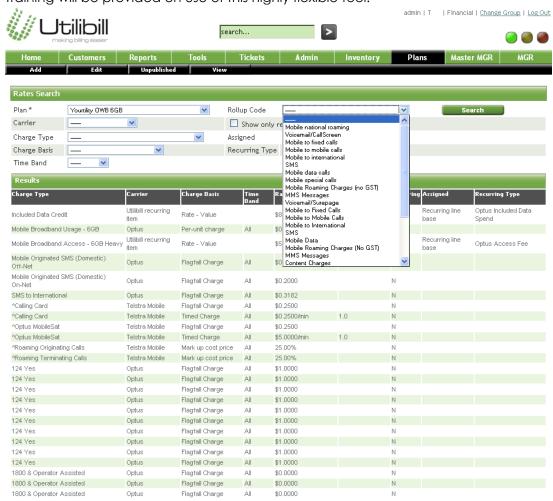
Consolidating ticketing means an end to email problem management!



# Rate Plans and the Rate plan Tool

Utilibil provides our customers with the ability to manage their own rates plans. This is facilitated with our rate plan Wizard and associated rate plan tools.

Utilibill has a built in Rate plan tool, which allows your staff to create plans. Training will be provided on use of this highly flexible tool.



# Bill Run / Billing & Rating

The actual bill run process is a step-by-step roll up of charges over the billing month. Tools are in place to allow you to bill all your customers or to hold back for review. Unlike many billing houses, Utilibill has a bill run reversal procedure rather than a "revert to backup" method. This has massive ramifications on the speed at which bills get out to your customers.

# **Payment Systems**





Utilibill offer direct integration with Westpac bank, this is delivered via XCOM which will be made available to your customers should you wish to receive payments in this fashion from customers. These services will extend to BPAY, Online DD, scheduled direct Debit, Australia post and Web Pay. We integrate with All Major banks in Australia NZ and UK.

# Payment IVR

Utilibill provides an integrated Payment IVR as a service. Customers dial in on a predetermined 13, 1300 or 1800 number which terminates on our hosted PBX platform. This platform prompts for the required information to facilitate an instant payment including;

- Credit Card Number
- Account Number
- Amount to pay

Using XML and web services these items are confirmed and the transaction is sent via the bank gateway. Customers are informed of a successful outcome and receipt number. Utilibill is updated immediately ensuring the customer balances are always correct.

# **Contact Log**



Any activity regarding the provisioning, modification and cancellation of services will be recorded in the contact log along with a user identification and time / date stamp. All changes to any accounts are audited for security purposes.

# Calendared reminders / Action points



Utilibill has a calendar function on each users dashboard. This enables you to have reminders pop up on the front screen. This is a key feature of Utilibill, which enables customer service representatives ensure that they provide proactive service as well as ensuring the ability to follow through on preset expectations. This is also helpful when roles are split or shared with several users.

# **Role based Access**



Utilibill will configure 5 levels of access to the system;

- Admin: Access all areas
- Support: Access all areas except accounts
- Finance: Access all financial information
- Service Provider view: access to SP's customers and all related

# information

- End Customer: web access to their account online
- Others can be defined as required.

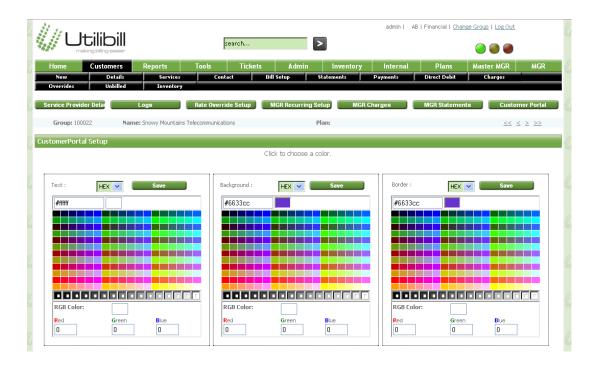
The key message is that Utilibill's technology allows for multiple role definitions, which determine what access is made available to each user of the platform.



# **Web Portal**

Every customer will have the ability to login to their account online and carry out the following tasks.

- View account details
- View all of their customers
- Report on usage at customer and group level
- View usage
- View billing
- View itemisation
- Download PDF



The Utilibill customer portal is completely customisable. Driven by Cascading style sheets, you may alter the customer experience to suit your corporate colour scheme. This can be executed using our tool or by entering in the RGB colour for each relevant item in the Cascading Style Sheet. You can easily brand your own portal.



You have the ability to provide skins for the portal the sample below provides an example of customisation that is possible on the platform.

This task can be managed by Utilibill, alternatively access can be provided to your own web user experience team.



# Infrastructure

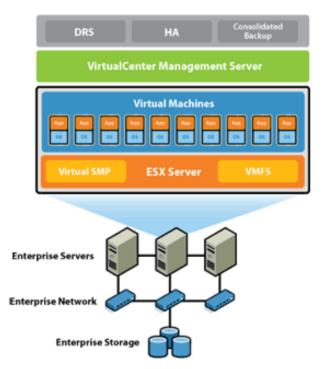
Utilibill adopts leading edge technologies to deliver the highest quality infrastructure for your business needs. With our partner DELL we have delivered a robust reliable solution, which integrates the DELL Poweredge M1000 and 600 Blades with fibre attached SANs' utilising the fastest fibre disks available. The near line backups are stored on robotic tape libraries.



Utilibill is a VMWARE partner. This partnership ensures we have the highest level of expertise available for supporting the VMWARE infrastructure; in particular ESXi, which is purpose built for tight integration with the M1000 technologies.

The VMWARE technology allows our server instances to roll over from one blade to another seamlessly in the event of a blade failure Virtual Center manager makes the transition within 3 seconds. Each Utilibill instance requires not less than 4 Servers including MS SQL2005 database servers, Web Server, Billing Server and Schedule Server.







# **System Availability**

**Business Hours:** 9:00am – 6:00pm AEST

**Service Level Guarantee:** 99.9% uptime measured monthly

After hours:
Service Level Guarantee:
Hours falling outside business hours
99.9% uptime measured monthly

**Maintenance:** Schedule maintenance windows communicated in advance with you and are excluded from the Service level uptime guarantee with a maintenance window reporting available on request.

# **Comcity Capabilities Statement**

Comcity is an IT services company providing outsourced IT support, cloud solutions and consultancy services to small and medium enterprise in Melbourne and Sydney. We offer a range of cost effective solutions that allow you to hand over the management of all or part of your IT systems. We guarantee the peace of mind that comes from working with an accredited professional, service orientated company.

Our consultants are cross-trained between different areas of technology to enable them to provide helpful advice and designs solutions across multi-platform, multi-vendor integration.

# **Customised to Your Needs**

Each service can be deployed separately or collaboratively in order to deliver an integrated solution, which matches both business needs and return on investment demands.

Comcity's unique approach allows you to match your specific service requirements from a modular portfolio of fixed-cost or flexible delivery options, ranging from helpdesk support to systems backups. Overall, engaging with Comcity saves you time, money and hassle.

# **IT Consultancy**

We cater for your every need, from providing external advice and recommendations, through to sharing our specialised expertise. Our experienced and committed IT consultants aim to guide your company in staying ahead. Through our client focused approach your dedicated Comcity account manager will advise you on the most critical issues relating to your IT systems.

# IT Support

Comcity strives to provide unparalleled service quality and support. Our highly skilled national service desk will provide you with unlimited support whether it is onsite and remote. Our friendly and experienced team are available to aid you and your business. Having Comcity supporting your IT means;

- Simplify Your IT staff resources towards revenue-generating activities
- In-depth analysis of Recurring Issues
- Rapid Onsite and Remote Support
- 24x7 for Critical Issues
- Access to Comcity Client Portal



We believe Technology is no longer just a supporting enabler of business. Designed and delivered well, IT brings growth, profit and competitive advantage.

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- EnergyAustralia (Ausgrid)
- EnergyAustralia Yallourn
- ERM Power Retail
- GloBird Energy
- GoEnergy
- Harvey Norman Energy
- Lumo Energy
- Macquarie Bank
- Momentum Energy
- Neighbourhood Energy
- Next Business Energy
- Onsite Energy Solutions
- Online Power and Gas
- Origin Energy
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