

Key Success Factor «Company Culture»

KURT LUESCHER
IMPLEMENTATION FORCE AG

PICK AND DEVELOP SMART IDEAS



- Customer needs
- Attack on own products
- Energy autonomiy / self-sufficiency
- Digitalization
- Corporate culture

Employees with customers!

ENTREPRENEURIAL IMPLEMENTATION



Comprehensive understanding of customers and their needs



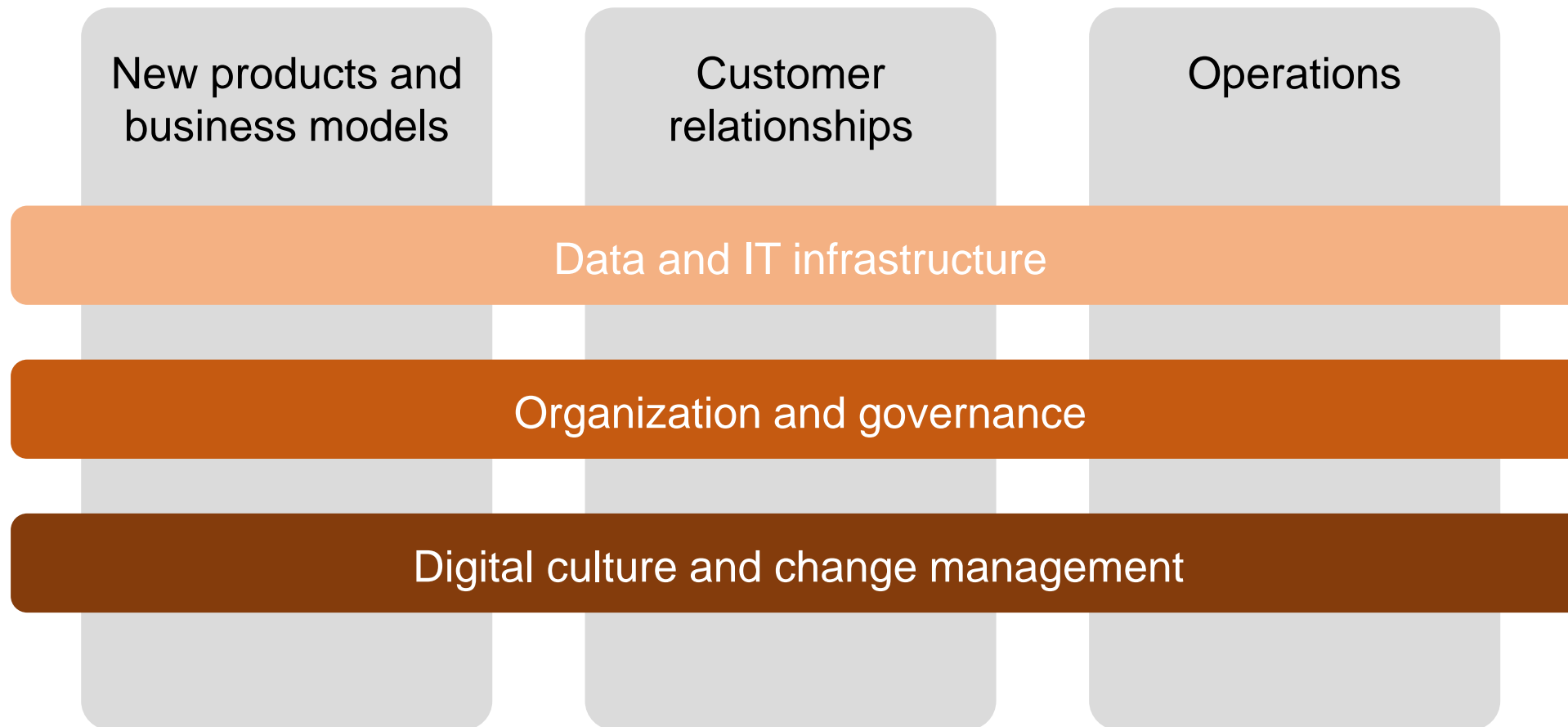
Differentiating offers with a unique customer experience



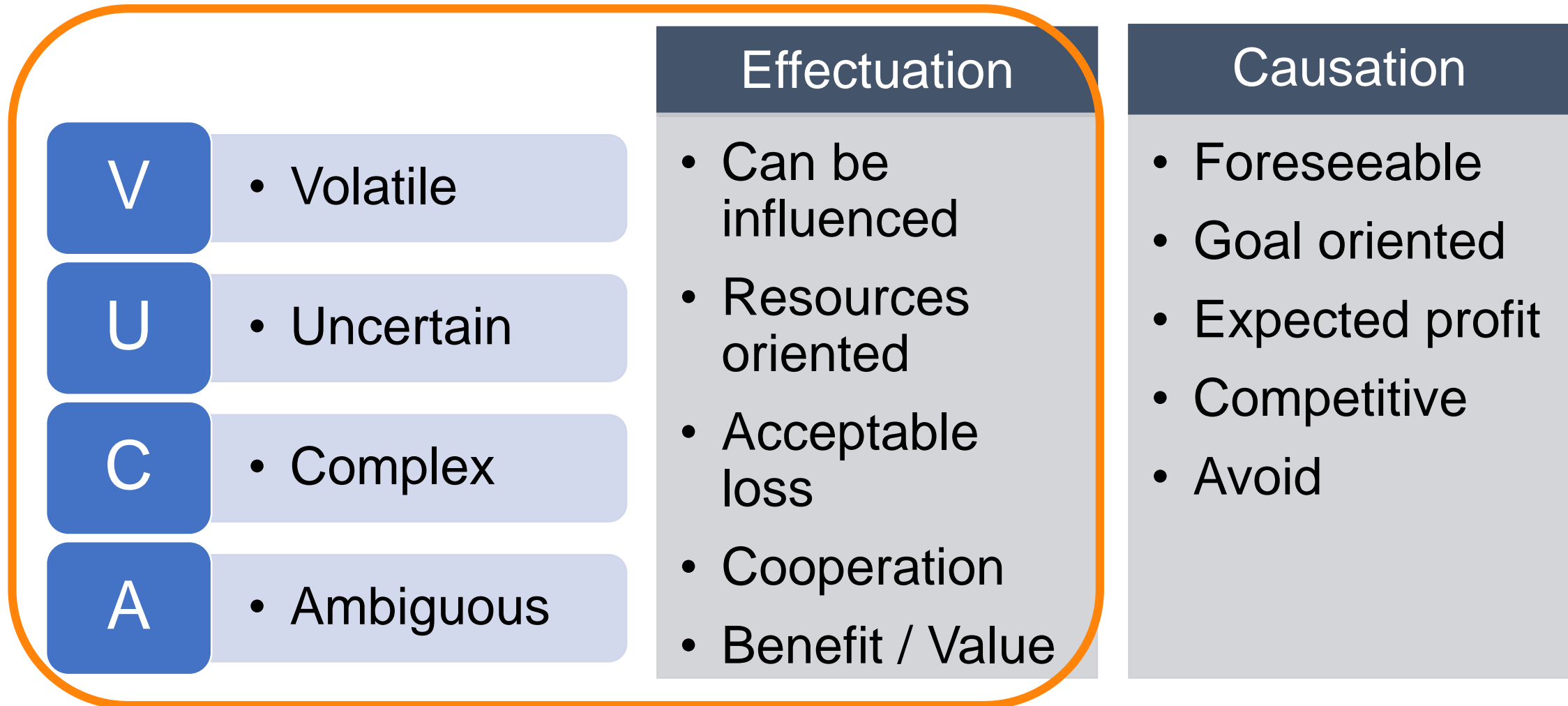
Strong innovation culture and effective use of resources



THE DIGITAL UTILITY



MANAGEMENT OF THE DIGITAL EVU

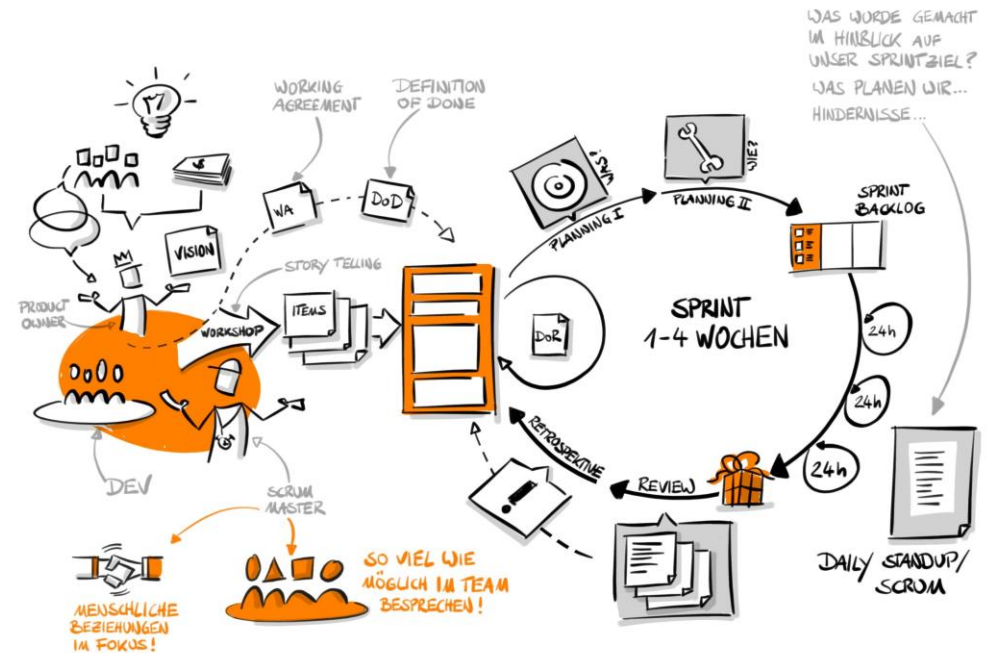


IMPLEMENTATION OF SMART IDEAS



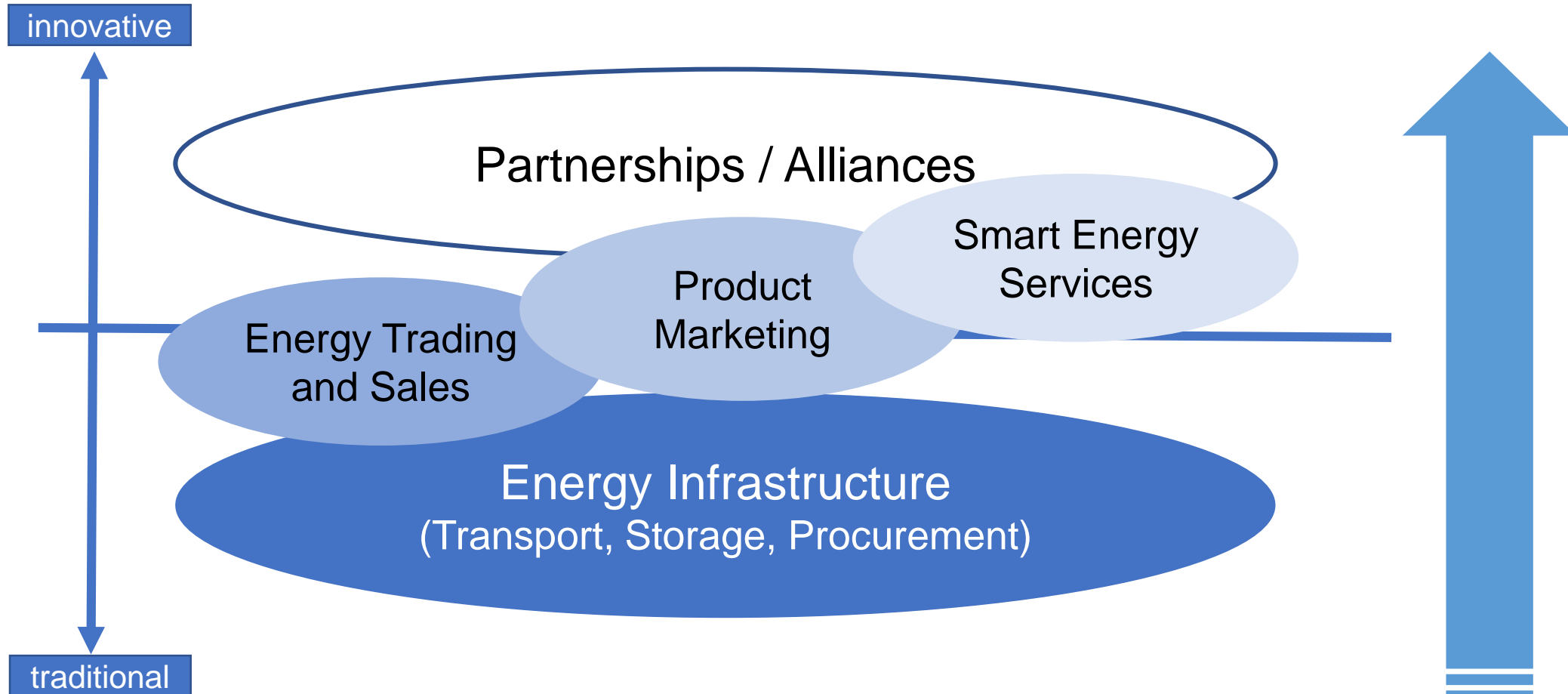
Strategyzer

CANVAS



SCRUM

DEVELOPMENT OF CORPORATE CULTURE



MANAGEMENT OF RENEWABLE ENERGY PRODUCTION



Performance Monitoring System

750 MW



Asset Management

90 MW



Wind Power Forecast

10'000 MW



Performance Audit

350 MW



International Operations

8 Countries

Holistic view
Expertise
Innovation

MANAGEMENT AND VISUALIZATION OF BIG DATA

SmartHeat



Simulation and planning tool for the **energetic building refurbishment**

SmartCO₂



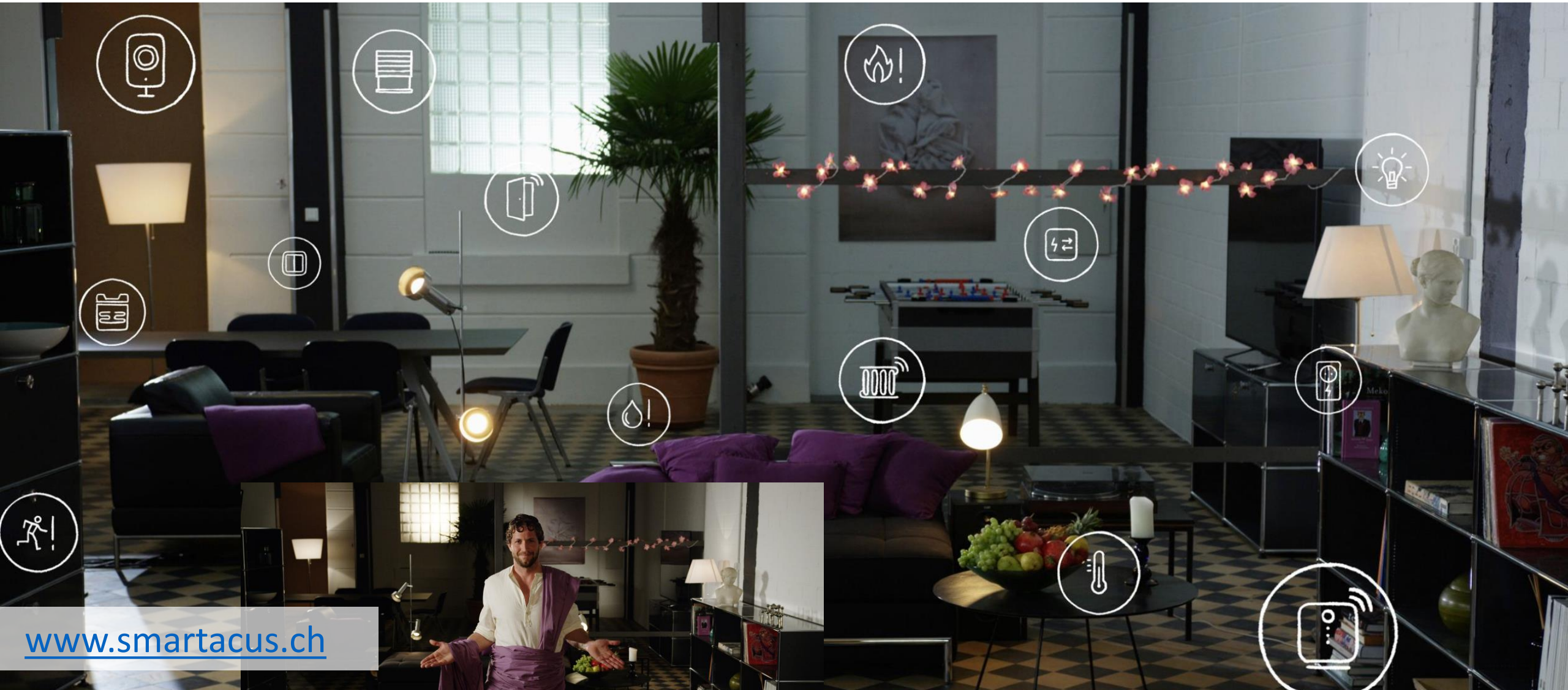
CO₂ portal for utilities, cities and citizens to track decarbonization on a digital platform

GeoCRM



Geo-visualized benchmarking of customer service performance

SMARTACUS – SMART HOME OF Energie 360°



CONCLUSIONS

- «Sense of Urgency» must be developed
- Company culture, company culture, company culture ...
- Innovation is the responsibility of the whole company
- Strategic direction «Digitalization»
- Eventually a separate Team «Innovation» or «Smart Energy Services»
- Build up of and development of partner relations and alliances

The company transformation must be actively demanded, supported and even protected by the management team.

THANKS FOR YOUR KIND ATTENTION!

imforce

IMPLEMENTATION FORCE AG
Turbinenstrasse 18
8005 Zürich

Kurt Luescher
+41 76 222 11 11
kurt.luescher@imforce.ch

