

# Intelligent energy management is Cloud-based



## Client Profile

Intelene Inc. was officially founded in 2011 as a software analytics startup, set to create innovative informatics systems to revolutionize the energy analytics industry. The company's headquarters are based in New York and its Research and Development Department is based in Athens. With important international investments and numerous distinctions, Intelene offers energy analytics and digital management services (consumer engagement, digital marketing, campaign management) to big energy companies in Greece, Europe and the US.

Intelene employs 28 people in the fields of programming, engineering, data science, analysis, business development, digital behavioral analysis, C-levels and sales.

## Software and Services

- Microsoft Azure
- Microsoft Azure Virtual Machines
- Advanced Analytics
- Machine Learning

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By leveraging Microsoft Azure infrastructure, tools and services, Intelene offers energy providers a versatile and flexible data analysis, strategic planning and customer digital management solution, while helping end users adopt an environmentally friendly attitude.

«The energy market is transforming. Energy providers are becoming service providers. Our company is supporting this transformation. Our entire philosophy is based on Cloud infrastructure.»

*Vassilis Nikolopoulos, Intelene CEO and co-founder*

Leveraging Cloud infrastructure to develop intelligent energy management applications is an excellent example that demonstrates how digital technology helps raise citizen awareness of environmental and natural resources protection.

Besides, any application that runs on the Cloud is in itself a «green» option, taking into account the reduced computing systems development costs, faster response and traveling times, real-time data analysis and anywhere access to systems and applications - and these are just a few

of the Cloud elements that contribute to natural resources conservation. This is particularly true when the main objective of the applications involved is the intelligent management of the energy consumed - from the household to the industrial plant.

Today, the energy and electricity suppliers sector is undergoing transformation driven by new technologies: digital services, data analysis, social media, energy storage, electric vehicles, distributed generation. The need for upgraded services is crucial both for providers seeking to transform

their businesses in order to expand their customer base through services that meet today's challenges and for consumers who wish to have access to a wide choice of high-level value-added services.

## The DiG platform

Intelen, a company founded in 2011 as a software analytics startup (Microsoft BizSpark graduate), has this exact goal: to create innovative IT systems for the energy sector. Headquartered in New York and operating an Athens-based Research and Development department, with major investment funds and having won several distinctions worldwide, the company provides energy data analysis services (analytics) and digital customer management (consumer engagement, digital marketing, campaign management) to large energy companies in Greece, Europe and America.

*«The energy market is transforming. There is a clear need for new products and services for the end users. Energy providers are becoming service providers. Our company is supporting this transformation. The tools we offer help the customers of those companies transform to digital consumers,»* says **Vassilis Nikolopoulos**, Intelen CEO and co-founder.

The company's award-winning product, Intelen DiG SaaS, as a data analysis and digital service provider platform for energy consumers, targets the growing intelligent network market, which is expected to exceed \$34b in 2020. Addressing the

enterprise B2B sector, with Software as a Service (SaaS) solutions, Intelen is already proud of a strong collaboration portfolio.

More specifically, Intelen DiG is a SaaS application suite, which is the new digital energy management and public-awareness raising solution, designed both for energy providers and their customers. The services provided to consumers include a wide range of features, such as explanatory diagrams for the monitoring and analysis of energy consumption and costs, account management tools and personalized training materials on energy efficiency and sustainability. These features allow consumers to easily understand the energy use profile and provide useful tips to streamline energy consumption and, as a result, be more energy efficient.

## Developing and expanding opportunities with Microsoft Azure

Based exclusively on Microsoft Azure, Intelen developed a fully integrated service, which enables real-time analysis of data from interconnected sensors built in household appliances, energy meters and mobile devices. So, taking advantage of the scalability and global coverage offered by the Cloud with tools and services such as Advanced Analytics and Machine Learning provided via the Azure platform, Intelen offers its partners a flexible solution that features award-winning applications (Web & mobile) and a complete management environment for the provider.

*«The Cloud supports our model (SaaS) for providing services to our end business customer»,* says **Konstantinos Staikos**, Intelen CTO and co-founder, since Microsoft Azure features help Intelen expand the services offered through data analytics and data driven strategic planning advisory services.

*«By leveraging technology we aim to expand the energy supply markets. In addition, our vision is to change the way in which consumers approach energy consumption, through awareness raising, training and by eventually altering consumer behavior, helping them develop a greener culture,»* highlights **Vassilis Nikolopoulos**, Intelen CEO and co-founder.