

Publicis Sapient + Microsoft:

# Energy Trading and Risk Management



## Offering summary

Complexity and volatility have become the norm in the energy and commodity markets, forcing supply and trading organizations to modernize business processes and create a secure, data-centric ecosystem that enables full-cycle value chain visibility, automation, and analytical capabilities.

Publicis Sapient (in partnership with Microsoft) offers an architectural framework to transform market uncertainty into opportunity in the multifaceted, multi-jurisdiction trading environment.

## Breaking the monolith in energy supply and trading systems

The energy industry is in flux: geopolitical unrest is straining supply chains, inflation is driving up costs, and long-term reserves are devaluing rapidly. Meanwhile, the energy transition beckons – presenting both challenges and opportunities for energy supply and trading companies.

With the right systems and approach, companies can thrive in the evolving and increasingly interconnected commodity markets. But far too many supply and trading organizations are struggling under the weight of creaking ‘monolithic’ legacy systems.

There are only a tiny number of Commodity Trading, Energy Trading, and Risk Management solutions (CTRM and ETRM) on the market, most of which are built for single-commodity market operations. Many platforms struggle to support cross-commodity and multi-jurisdiction trading. Rigid architecture and manual business process layers make these outmoded systems inefficient and resource-draining to maintain.

Additionally, reliance on legacy systems leaves organizations open to security breaches and increased risk of human error, leading to compliance issues and possible penalties from regulators. Extensive customization for collaboration, automation, and innovation is expensive and disruptive. It can also lead to data silos and a poor user experience, hindering agility.

In this environment, fast-track innovation has never been more vital. Organizations need real-time visibility of the entire value chain and seamless automation to keep pace with the rapidly accelerating energy market. Partnering with the right industry and technology experts, like Publicis Sapient and Microsoft, can empower you to reimagine energy supply trading and risk management.

# Our roadmap to revolutionizing your energy supply and trading ecosystem

Creating an agile and seamless supply and trading ecosystem, complete with next-gen decision support and portfolio optimization, will help organizations thrive in the chaotic and ever-changing energy landscape.

Here's where Publicis Sapient and Microsoft can help you design and execute a roadmap for boosting innovation while lowering the Total Cost of Ownership (TCO):

## Four steps to modernizing ETRM:



### Unlock the value that already exists

We work with you to understand your unique value proposition and establish how far you want to go on your transformation journey. This process is supported by advanced market and peer data analytics, helping us draw up 'what-if' scenarios and uncover deeper insights into your technical roadblocks.



### Streamline processes on your existing architecture

We streamline your processes using your existing resources, lowering project costs.

This typically involves:

- Migrating storage and architecture to Microsoft Azure Cloud services and implementing technology-agnostic and domain-oriented service layers.
- Federating and contextualizing data in the cloud to improve security and scalability.
- Enabling external data service providers and applications to gain access to your modernized architecture.
- Automating manual back-office and mid-office tasks, such as deal capture, contract management, scheduling, and reporting, to refocus resources on innovation



### Reduce complexities and enable new capabilities

We supercharge your collaboration and cross-commodity, multi-jurisdiction analytic capabilities using agile proprietary applications and algorithms.

For instance, we leverage platform-enabled AI to deliver unparalleled trader decision support, action recommendations, and integrated collaboration tools to empower information-sharing and decision-making. Mobile-integrated trading views and executive analytics dashboards also provide real-time visibility on key metrics such as trading position and profitability.



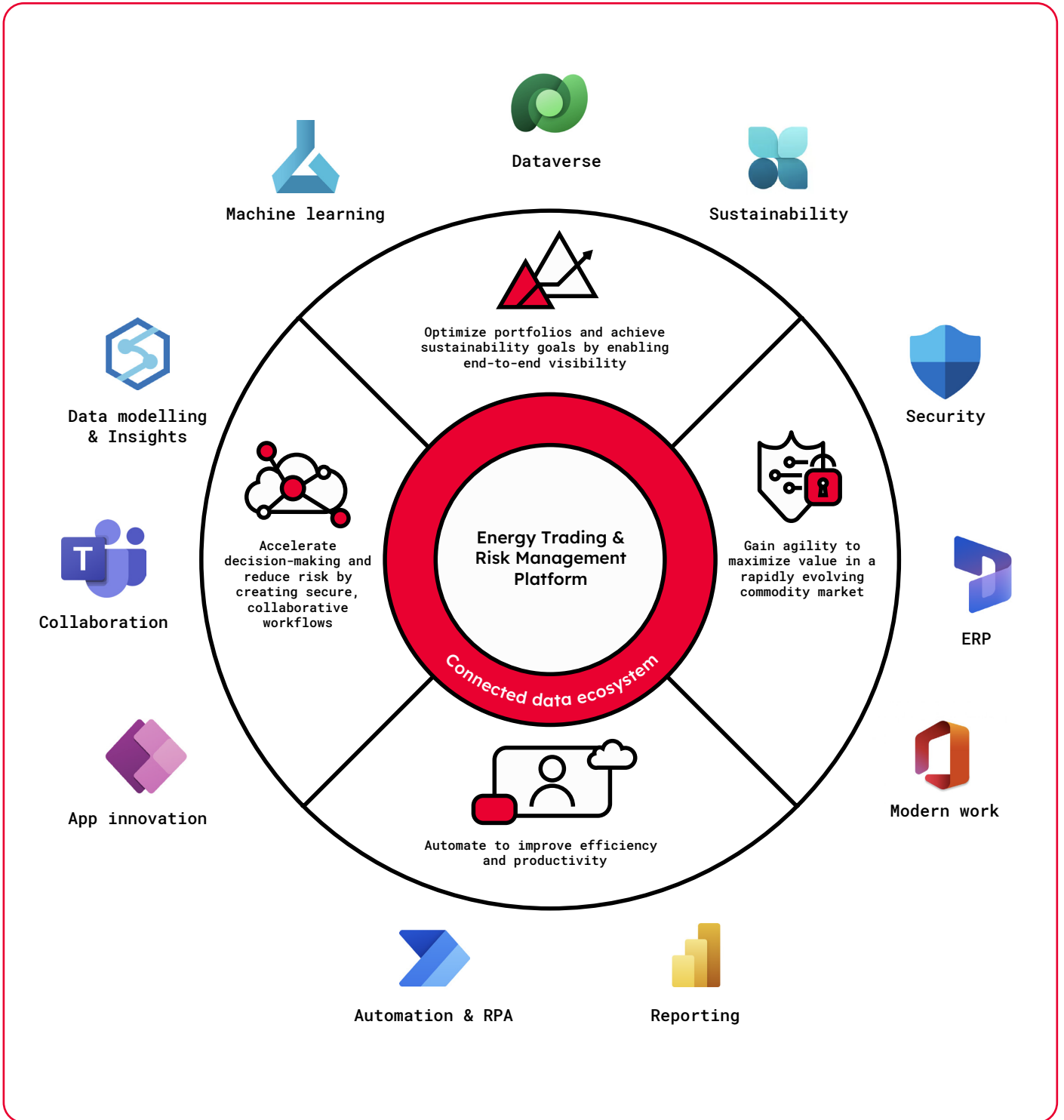
### Reach your full revenue potential

Your upgraded, modular, and data-centric ecosystem delivers a secure and efficient foundation for managing your supply chain, optimizing costs, and tracking your operations' environmental impact. We also equip you with powerful collaboration and low-code tools to help you fuel innovation by monetizing your data, algorithms, intelligence, and software.

For example, you can build new applications like carbon marketplaces with end-to-end auditability and full-cycle cost analytics. With streamlined transaction management and shared ledgers, your financial processes are simplified and future-proofed for the evolving energy landscape.

# Microsoft's Energy Supply and Trading Ecosystem

Microsoft's architectural framework provides the market-leading cloud, data, and AI technologies you need to accelerate transformation and kick off a virtuous cycle of efficiency gains, including:



# 01

## The imperative for change:

This US-based company had a sprawling infrastructure footprint across its CTRM and ETRM systems. It urgently needed to optimize its hardware utilization and TCO ahead of its expansion plans.

# 02

## The transformative solution:

We implemented infrastructure-as-a-service (IaaS) utilizing Microsoft Azure Cloud, SQL database, table, and blob storage to help the company increase capacity and optimize application and hardware costs.

# 03

## The business impact:

We dramatically improved the company's infrastructure performance and facilitated.



## ETRM solution results:

# 25%

Reduction in TCO through pay-as-you-go service software and hardware utilization models.

# 80%

Customer insights and closed-loop measurement

## Let's connect

Contact us to learn more about our partnership with AWS, as well as how our C360 solutions can help drive your digital transformation journey.

Visit our [Microsoft partner](#) page for more information.

## Why Publicis Sapien

Publicis Sapien is a technology company that provides enterprise AI platforms and services. With over 30 years of digital business transformation experience, we enable enterprise clients to transform how they operate and serve their customers, unlocking new value and enabling them to thrive in an AI-driven world. Our platforms Sapien Slingshot, Sapien Bodhi and Sapien Sustain use AI built off this deep enterprise context to help organizations modernize their legacy tech systems, build agentic solutions, and automate their IT operations. The combination of our AI platforms and the expertise of our people enables us to deliver faster and more effective outcomes through solutions that are specific to the unique needs of our clients' businesses, their industries and their customers. Publicis Sapien is the technology hub of Publicis Groupe, uniting 20,000 people worldwide across 28 countries.

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## Let's connect



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