



## Multi-G for Shell

### Background

Mid-2001 oil company Shell decided to start selling green power to Dutch consumers. This made Shell the first company outside the traditional power companies to enter the electricity market for consumers.

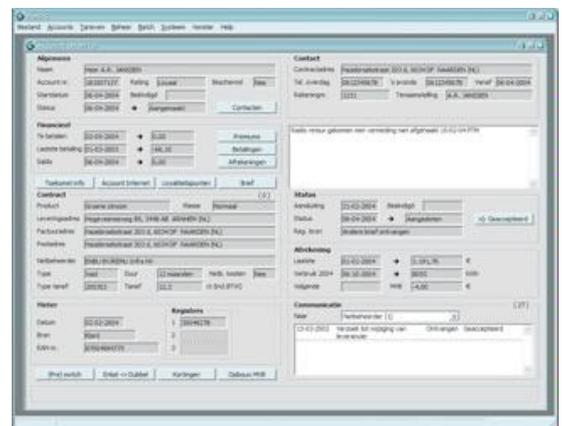
The green electricity of Shell was acquired by devoid of wood remains from forestry and wood industry. The sustainable electricity was provided by Swedish energy concern Vattenfall.

In spite of positive results (also financially), Shell stopped the green power project in 2005. The customer database was handed over to Rotterdam based energy company Eneco.

### The case

Shell sold green power exclusively via phone or via a dedicated website. This interactive website, at which it was not only possible to register but also to make forecasts of the monthly debit fees and yearly consumption, was designed by Orcado in cooperation with consultancy agency French-Thornton and Shell. Orcado took care of the development at their own office.

The aim was to supply green electricity from Shell on March 1<sup>st</sup> 2002 to the first customers, who could register via the website from February 25<sup>th</sup> 2002 onwards. This was a very limited period, since the assignment was only granted to Orcado in August 2001.



Royal Dutch Shell is a Dutch-British multinational. Oil company Shell is the most profitable enterprise of The Netherlands.

Shell is a typical business to business company. The sale of Green Power to consumers was an attempt to enter the business to consumer market.

To achieve this, the availability of an information system that supported all administrative processes surrounding the delivery of green power was required.

Orcado signed for the design and development of a back-office system called Multi-G, which automated an important part of the activities of the Shell Customer Service Center. Partly due to good cooperation between Shell and Orcado, the entire process from design to realization could be successfully completed in a very short time.

## Follow-up assignment

Because the internal IT organization of Shell could not provide the required infrastructure, Orcado hosted Multi-G the first 3 months at their own servers. This enabled Shell to start the delivery of green power at the target date of March 1<sup>st</sup> 2002. Until the end of 2005, Orcado provided operational support to Shell in order to keep the information system functioning optimally. A service level agreement was concluded with Shell for this.

## More information about this case study?

Please, contact us. We would be happy to provide you with more information about this assignment and others which have been carried out successfully by Orcado. A demonstration of the application built by us would certainly be possible.

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*“Thanks to the flexibility and craftsmanship of Orcado, we got access to a tailor made application in time.”*

*Michel Vromen, Shell*

*“The enthusiastic team play of Shell, French-Thorton and Orcado ensured an excellent and productive work atmosphere.”*

*Ewald Breunese, Shell*

### Specifications

- Oracle HTMLDB
- Oracle database
- Interfacing to SAP
- Interfacing to Energy Clearing House
- Batch scheduling IBM AIX Crontab
- Public website
- 24/7 supported