



EnBW Ostwürttemberg DonauRies AG

Framework for successful IT strategy



EnBW ODR wanted to realign its IT strategy to meet the future challenges of the digitalized energy market. The objective was to meet current requirements with regard to cloud use and flexibility as well as to enhance the company's attractiveness as an employer.

Challenge

To be well prepared for the challenges of the digitalized market, EnBW ODR needs a sophisticated IT strategy. This must be consistently aligned with the business objectives of the regional energy supplier.

Solution

Based on the DB:RA consulting framework, Fujitsu and EnBW ODR formulated business objectives in a series of workshops and used them to derive a package of measures—as the perfect preparation for the energy market of the future.

Outcomes

- Joint development of a fundamental IT strategy in record time
- Concrete, IT-related recommendations for action based on the definition of clusters of measures



“With its DB:RA consulting framework, Fujitsu is comprehensively preparing our IT for the next phases of digitalization.”

Matthias Törner, Head of IT, EnBW Ostwürttemberg DonauRies AG

Industry: **Energy**
People: **550**
Location: **Germany**
Website: **odr.de**

About the customer

EnBW Ostwürttemberg DonauRies AG (EnBW ODR) with its grid company Netze ODR GmbH is one of Germany's most innovative regional utilities. The well-established company maintains deep roots in the region, where it stands for economic strength and quality of life. This modern and innovative employer is active in a range of areas, including electricity, gas, broadband, local heating, as well as e-mobility and services.



7 hours

were enough to lay the complete foundation for EnBW ODR's new IT strategy.

Fluctuations in the energy market present complex challenges

EnBW Ostwürttemberg DonauRies AG (EnBW ODR) is facing complex challenges as a result of the digital transformation and other current market conditions. These include fluctuations in the energy market resulting, for example, from the infeed of photovoltaic electricity into the grid and the growing importance of electromobility and the associated consumption of electricity. State-of-the-art, powerful, agile, and, above all, future-oriented IT systems are needed to respond adequately, quickly, and competitively to these particular energy market requirements. "That's why we were looking for a consulting partner with many years of experience and the appropriate tools to provide us with professional support in designing our future IT landscape," recalls Matthias Törner, Head of IT at EnBW ODR.

Development of IT goals and clusters of measures

EnBW ODR had already enjoyed a very successful and trusting business relationship with Fujitsu for many years. As a result, it made sense for them to turn to this proven IT partner for the upcoming consulting project as well. In late 2020, Fujitsu presented its entire service and consulting portfolio, which immediately convinced Matthias Törner. "We felt that Fujitsu's DB:RA transformation methodology was a suitable tool to comprehensively prepare and support our IT for the next phases of digitization," confirms the IT manager. This was quickly followed by an online workshop in which EnBW ODR's stakeholders worked with Fujitsu experts to define the most important business goals and the resulting demands on IT. Based on this, workshop participants derived seven key IT goals and developed corresponding clusters of measures. "The Fujitsu consultants did an excellent job in this regard—both in terms of content and methodology as well as in the way they moderated and presented the results. What's more, the documentation of the results was highly professional and really something to behold," adds Matthias Törner.

Workshop lays complete foundation for new IT strategy

The issue of the cloud is a particularly high priority for the energy supplier. For this reason, the consultants drew up cloud-related guidelines that address aspects such as security, cost-effectiveness, availability, data protection, as well as an effective exit strategy. In another important bundle of measures, the partners defined efficient IT service management and an organizational structure that positions the company as an attractive employer. Thanks to the sophisticated strategic design and the recommendations for consistent implementation, the IT team at EnBW ODR was able to convince its own management and reach a joint understanding for the necessary measures.

"In the vision workshop with Fujitsu, we laid the complete foundation for our new IT strategy in just seven hours. Thanks to the professional moderation, the well-planned training concept, and the streamlined workflow, we achieved optimal results very quickly and efficiently," Matthias Törner concludes.