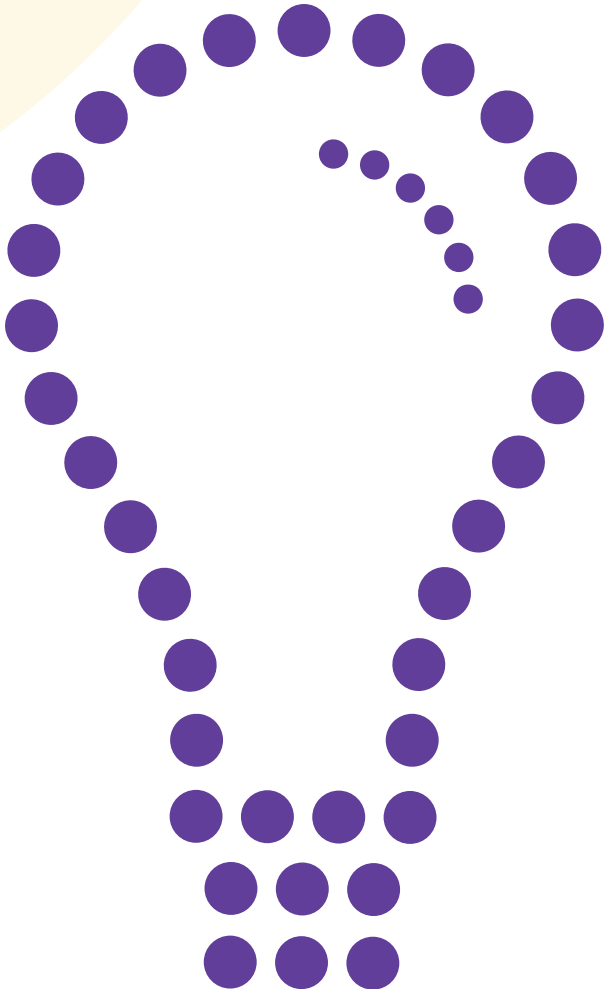

Energy Sales Manager

BRADY.





Brady's Energy Sales Manager is a sales support solution for the electricity retail business. It empowers the sales force through interactive deal configuration, real-time volume profile pricing, market price sensitivity visualisation and simplified deal and offer management.

Brady's Energy Sales Manager supports retail sales agents in finding the appropriate product mix for their customers.

By using Brady's real-time forward curves it is possible to rapidly price any volume profile according to current market conditions and a set of contract parameters.



Simplified retail Sales

The easy-to-use, interactive web interface features the best, likely, and worst case cost scenario graphs for immediate decision support.

Using Brady's Energy Sales Manager, sales agents can immediately visualise the effect parameter changes have on a contract's market price sensitivity.

Therefore, it improves and enhances product portfolio transparency and facilitates the comparability of available contract types and options.

Always available and up-to-date, easily accessible and simple to understand, Brady's Energy Sales Manager's real-time pricing engine boosts electricity retail sales.

Interactive Sales Support

Market consistent

Brady's Energy Sales Manager uses real-time price forward curves from Brady's curve server for pricing volume profiles. Consistent with the market's price expectations, it reduces the risk of misquotations.

Customer specific

Standard and custom volume profiles in monthly, weekly and hourly resolutions make the individualised contract pricing exact and easy to maintain.

Margin sensitive

Profile specific pricing concepts allow fine grained control on both base and currency margins while custom profiles are priced using customisable default margins.

Fully integrated

Through continuous contract synchronisation with Brady ETRM (Energy Trading and Risk Management), Brady's Energy Sales Manager allows immediate hedging of customer positions while ensuring consistent and up-to date risk reporting and portfolio management.

Seamless

Brady's Energy Sales Manager maps Brady ETRM customer portfolios to sales agents and seamlessly supports the whole process from offer creation through to contract registration, speeding up deal entry and reducing operational risk.

Flexible

Brady's Energy Sales Manager supports typical end user contract types but can easily be extended beyond that.

Flexible

- Average Traded Close Contracts
- Fixed and Floating Price Profiles
- Asian Option Contracts

Energy Sales Manager

BRADY.

Telephone
+44 (0) 203 301 1200

Website
bradyplc.com

Centennium House, 1st Floor,
100 Lower Thames St,
London. EC3R 6DL

