

Retail Electricity Pricing Analytics

See the market clearly

Overview

What does WATTeVer's Retail Price Analytics do?

WATTeVer's analytics solution provides visual dashboards that enable subscribers to 'see' current electricity pricing and offers. The platform includes all publicly listed retail electricity plans for residential and small business customers in the contestable networks. It's an essential tool to:

- Know what's just changed (new plans and price movements)
- Know where plans stand in the market
- Unpack competitors price tactics and identify opportunities
- Model prospective electricity plans and compare against current offers
- Access comprehensive plan data to download

Why is WATTeVer's Retail Price Analytics important?

Understanding the current market, new offers and pricing changes ensures your organisation can effectively deploy new offers along with marketing and sales investments. The latest market data is presented as intuitive visualisations making it easy to identify insights and opportunities.

Who is WATTeVer's Retail Price Analytics designed for?

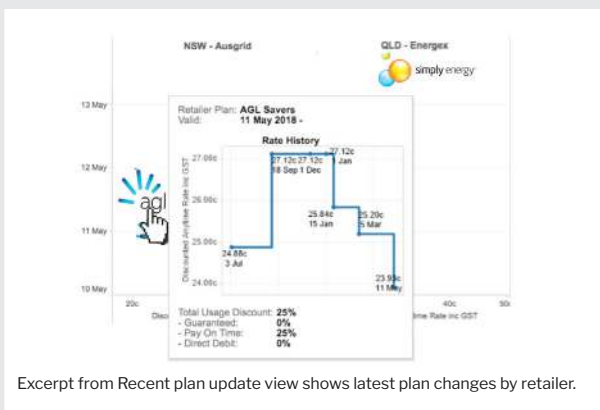
WATTeVer's Price Analytics is designed for anyone in your organisation who wants to understand market offers and gain effective insights from data. The visual dashboards allows sharing of easy-to-understand market intelligence between sales, marketing, pricing analysts and management.

Key Features

Market updates

Keep on top of new and updated plans and price changes across all contestable states and territories.

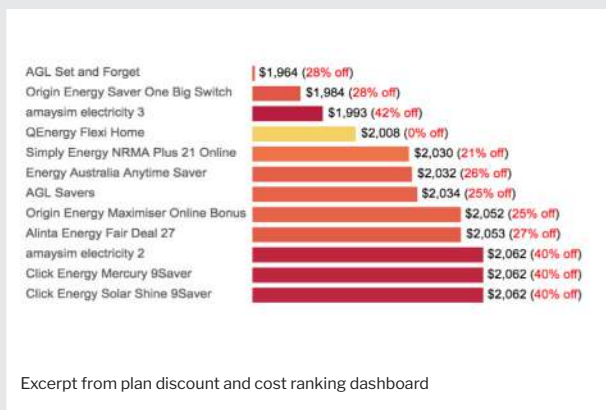
- **Recent plan updates** flags plan changes by State with a rollover to see a rate history.
- **Rate history** lets you view current and historic pricing (from July 2017) for retailers and plans you select.
- Quickly identify active competitors.



Unpack competitive pricing

Review pricing and discounting tactics. Dashboards include:

- **Plan pricing comparison Usage vs Supply** presents plan rankings by usage scenario
- **Component pricing comparison** details component tariffs and charges.
- **Plan discount and ranking** shows discounts and their impact on plan rankings and overall price.

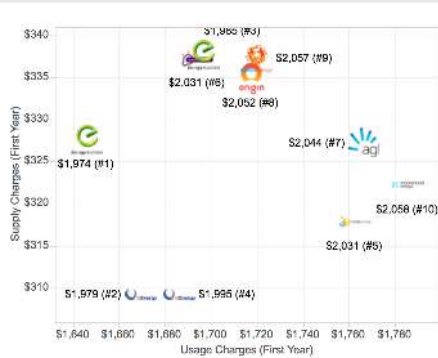


Key Features

Plan Development

The Plan Development feature allows users to create prospective electricity plans, and then 'see' where they would stand in the market, across a range of dashboards views including:

- **Plan pricing comparison Usage vs Supply**
- **Component pricing comparison**
- **Plan discount and ranking**

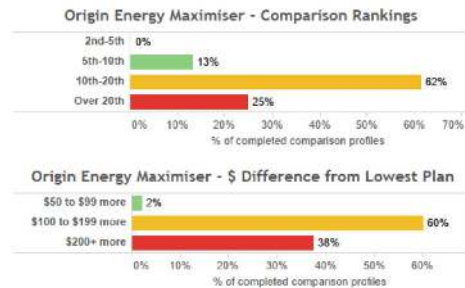


Excerpt from Plan pricing comparison Usage vs Supply dashboard.

Electricity shopper plan rankings

See how plans are viewed on WATTeVer based on over 20,000 shopper comparisons.

- **WATTeVer top 5 ranked plans** presents the plans that would appear highest in results.
- **WATTeVer plan performance** shows how competitive a plan is in dollar and percent difference from the cheapest plan.
- **WATTeVer comparisons by current retailer and network** helps identify opportunities.



Excerpt from WATTeVer's plan performance dashboard

Pricing Data

Download WATTeVer's comprehensive electricity plan data to analyse offline.

- Direct access to current pricing data from over 4,400 public plans in contestable networks.

- Up to 60 data points on each plan including all tariff rates, usage blocks, charges, discount rates, solar FIT, PV limits and key conditions.
- Historic data available from July 2017.

Pricing Analytics Service Summary

Visual dashboards

Market Updates

- Recent plan updates
- Rate history

Competitor Pricing & Offer Tactics

- Plan Pricing Comparison Usage vs Supply
- Component Pricing Comparison
- Plan discount ranking
- Retailer Pricing tactics
- Retailer Non-price tactics

Plan Development (Create and test)

- Three separate views available

Electricity Shopper plan ranking

- WATTeVer Top 5 ranked plans
- WATTeVer plan performance

Distribution Network charges

- Usage
- Access
- Demand

Pricing Data

- Current & historic pricing data download

Service & Support

- Technical support

Contact

To arrange a demonstration or to find out more please get in touch.

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