

# Retail Energy Pricing Analytics

See the market clearly



## WATTeVer provides retail price data and analytics solutions for electricity and gas.

Our comprehensive database includes all current publicly-listed retail electricity and gas plans for residential and small business customers in the contestable networks. WATTeVer's unique software empowers subscribers with a suite of visual dashboards clearly showing competitors pricing and offers.

### The market moves fast. Stay on top.

WATTeVer's retail energy pricing data and visual analytics platform makes it easy for subscribers to;

- Know how electricity and gas plans compare to the market
- Know what's just changed (latest plans and price movements)
- Unpack competitors price tactics and identify opportunities
- Model prospective electricity plans and compare against current offers
- Download comprehensive plan data



### Why is WATTeVer's Retail Price Analytics important?

Understanding the current market, latest offers and pricing changes ensures your organisation can effectively deploy new offers and make optimal marketing and sales investments. Current 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.

## Overview

### Pricing Data

#### Electricity and Gas Pricing Data Set

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

- Direct access to current pricing data from over 4,500 publicly-listed retail electricity plans in contestable networks.
- Access to over 1,500 current retail gas plans.
- Up to 60 data points on each plan including all tariff variants, rates, charges, fees, feed-in tariffs and and key conditions. Plus direct links to BPIDs & Facts Sheets.
- Electricity pricing from July 2017.
- Gas pricing from January 2019.

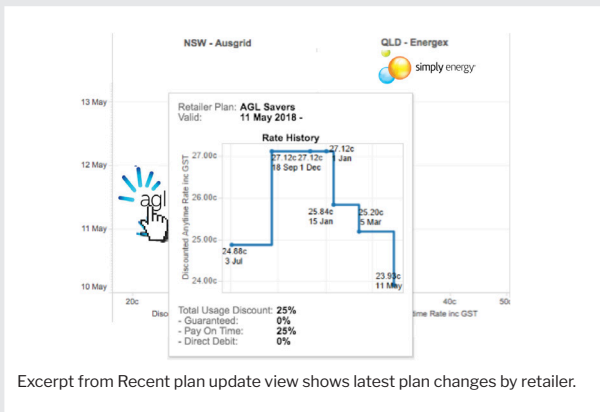
## Overview

### Pricing Analytics

#### Market updates

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

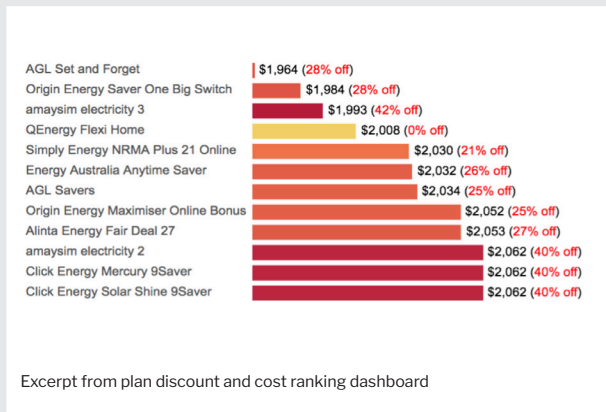
- **Recent plan updates** flags plan changes by State with a rollover to see a rate history.
- **Rate history** lets you view current and historic pricing (from July 2017) for retailers and plans you select.
- Quickly identify active competitors.



#### Unpack competitive pricing

Review pricing and discounting tactics. Dashboards include:

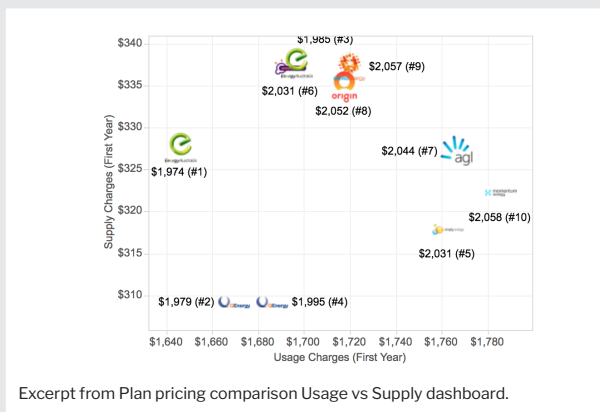
- **Plan pricing comparison Usage vs Supply** presents plan rankings by usage scenario
- **Component pricing comparison** details component tariffs and charges.
- **Plan discount and ranking** shows discounts and their impact on plan rankings and overall price.



#### 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:

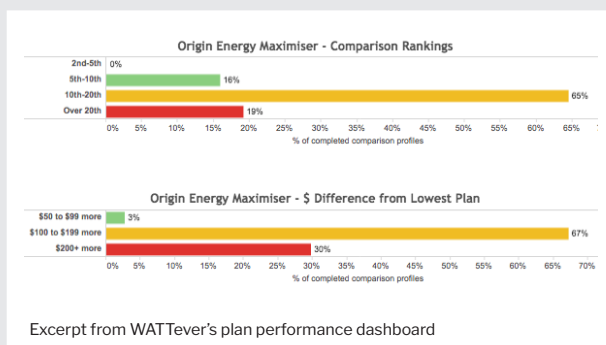
- **Plan pricing comparison Usage vs Supply**
- **Component pricing comparison**
- **Plan discount and ranking**



#### 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.



## Retail Energy Pricing Analytics Service Summary

### Pricing Data

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- Current & historic pricing data download
- Retail electricity: Residential & Small business
- Retail gas: Residential & Small business

### Service & Support

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- Technical support

### Electricity Pricing dashboards

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#### Market Updates

- Recent plan updates
- Rate history

#### Competitor Pricing

- Plan Pricing Comparison Usage vs Supply
- Plan Pricing Comparison Usage vs Solar FIT
- State Ranking
- Component Pricing Comparison
- Plan discount ranking
- Retailer Pricing tactics
- Retailer Non-Price tactics

#### Plan Development

- Create and test new plans

#### Shopper Insights

- WATTeVer Top 5 ranked plans
- WATTeVer plan performance
- Comparisons by Current Retailer
- Comparisons by Network

#### Network Insights

- Usage Charges
- Access Charges
- Demand Charges
- Network Map

### Gas Pricing dashboards

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#### Market Updates

- Recent plan updates
- Rate history

#### Competitor Pricing

- Plan Pricing Comparison Usage vs Supply
- State Ranking
- Plan discount ranking

#### Network Insights

- Usage Charges
- Access Charges
- Network Map

## Getting Started

To arrange a demonstration or to find out more about a free access trial, please get in touch;

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