

Case Study

# IT ASSESSMENT FOR MAINOVA

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# IT Services: Value for money, transparent and with a clear customer focus



**Mainova, based in Frankfurt am Main, is one of the largest regional energy suppliers in Germany. It offers internal IT services, but also to other institutions in the public sector. To check prices and services and find potential for improvement, it compares itself with the market in benchmark projects.**

With increasing competitive pressure and rising customer requirements, public sector IT must also become more professional on an ongoing basis. This ranges from the development of services to sourcing, provisioning and billing at the customer. A trend that also applies to Mainova AG's IT, says department head Martin Behrens: "Customers always demand faster, cheaper and more flexible services - that's what we have to compete with today."

Behrens acts as the interface between IT and business at Mainova; he and his team take care of the strategic exchange with the business units. He is also responsible for the service desk as well as architecture and portfolio management. External customers include municipal organisations such as the Frankfurt public transport authority and other associated public-sector companies. These may purchase IT services, but do not have to.

## 84 IT services put to the test

For several years, Metrics has supported Mainova in reviewing its IT services and comparing them with the market. In addition to ranking prices, one goal is always to find levers for optimisation - financially, structurally and in terms of customer requirements. In a joint benchmark project, more than 80 Mainova IT services were recently put to the test, from IT workstations to SAP operations. Data from twelve peer organisations with similar levels of volume, complexity and quality was used as a reference.

## Improving the cost to serve

The benchmark comparison with Metrics has shown that Mainova-IT's services are offered at a lower price than the market average. "In this respect, the project was a good confirmation of our work and proof for our customers that we work cost-efficiently," says Behrens. This also supports Mainova strategic goal of reducing the "Cost to Serve" overall. "And with the improvements we are planning in IT, we are also ensuring that the focus on our customers and their requirements is sharpened."



### Employees / Revenue

About 2,850 / 2,26 bn Euro (2020)

### Initial situation and project goals

- Comparison of IT costs and performance with the overall market
- Identify the biggest cost, performance, complexity and quality drivers
- Presentation of deviations to comparable companies (peers)

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*“We want to be perceived as a partner for our customers, and as the first choice.”*

## Martin Behrens, Head of Department for Business Relationship and IT Strategy

### What were the goals of the benchmarks?

There were two tangible reasons for the comparison: Firstly, our network company needs proof for the regulatory authority that it is purchasing its IT services in a market-compliant manner. Secondly, the public transport authority of Frankfurt wanted to check whether our IT services are at least on a par with the market in terms of price. In other words, they wanted confirmation that we are competitive as an IT service provider.

### How did the latest comparison turn out?

Quite positive, because our prices are below the market level on average. Metrics therefore confirms that we work cost-efficiently. In detail, you can see some differences between the classes in which we offer more or less expensive services. But the bottom line is clear. In addition, the comparison with other professional IT organisations, also from the private sector, shows us where improvements make sense.

### Where do you have internal tasks to solve?

We need more transparency for customers in the calculation of asset quantities. It would be possible for us to implement this as a self-service. Based on the findings, we have launched a project to clean up our system. In addition, we will improve the determination logic of KPI reporting and our service descriptions. Further optimising the user experience and implementing new IT services are exciting tasks that we will implement together with our customers.

### What does business relationship mean for you?

We have to determine exactly which services, initiatives and projects need to be delivered so that the business can implement its strategy effectively. And cloud services make it much easier to source IT services from outside. That's why you also have to communicate your own added value as a service provider. All of this fits in with our IT vision at Mainova: Together with the business, we develop and operate energy solutions to be number one for our customers. That's the goal of our IT organisation: We want to be perceived as a partner, and as the first choice.

## Business Benefits

- Evidence of market-compliant IT services for customers in a regulated environment
- Recommendations for focused optimisation of customer orientation
- Price comparison with current market levels for all IT services offered
- Arguments for discussions with customers and stakeholders