



Nordic Energy Scales from 3 to 13 with ESG

ESG's Billing and EDI Automation Enabled
Nordic Energy to Expand Its Footprint
Efficiently and Confidently

Client Success Story

Background

Founded in Illinois, Nordic Energy is a retail electricity provider serving residential and commercial customers across multiple deregulated markets. With a lean operations team and an ambitious growth plan, Nordic aimed to expand its footprint rapidly while maintaining operational precision and compliance across diverse utilities and state regulations.

Before partnering with ESG, Nordic relied on a homegrown billing platform managed by a single IT developer. That setup worked when the company was smaller, but as Nordic's growth accelerated beyond its current utilities and states, the system's limitations became clear.

"Our developer simply couldn't keep pace with the growing complexity of entering new markets," said Kelli Singer, Chief Operating Officer at Nordic Energy. "While utilities generally follow broad EDI standards, each utility implements them differently. The field names, segment order, required elements, and custom segments or codes vary—and we didn't want to build an entire department just to manage the one-off integrations as well as the ongoing maintenance and change management when utilities revise their EDI requirements."

Challenge

Nordic's leadership knew that scaling into new states and utilities meant navigating a labyrinth of EDI standards, data exchanges, market-specific compliance requirements, and regulations. Each new utility required onboarding, testing, and unique configurations—tasks that demanded deep, specialized expertise.

Hiring an internal team for this work wasn't realistic. EDI knowledge is niche, turnover risk was high, and the time to it would take to build a team proficient enough to meet their goals would have slowed growth dramatically.

"It's really hard to find IT people who want to do EDI," Singer said. "That technology is from the 1980s. We needed a way to scale that didn't rely on expanding internal staff."





Solution

Nordic implemented ESG Titanium Billing™ and EDI transaction management to replace its homegrown system. ESG's experience across dozens of utilities and markets allowed Nordic to expand seamlessly into new territories—without building an IT department or adding operational headcount.

Beyond technology, ESG provided consultative support throughout implementation and daily operations, helping Nordic interpret tariffs, resolve exceptions, and accelerate go-lives.

"You can read a tariff all you want, but what's written and how utilities actually operate are two different things," Singer explained. "The fact that ESG already had those relationships and that practical experience was extremely helpful."

Implementation & Migration

Migrating from a homegrown system to a full-service billing and EDI platform was a significant undertaking. Initially, Nordic encountered some early challenges, but ESG responded quickly by aligning the right team and industry expertise to the project.

"In the beginning, it was a little bumpy," Singer recalled. "Once ESG assigned Becci Pishkin to our account, everything moved quickly and smoothly. She knew the industry and helped us navigate every curveball."

ESG also customized features to support Nordic's unique utilities and product structures, including NIPSCO—a notoriously complex market.

"Even if you don't have the functionality we need today, we have confidence you'll build it out for us so we can move forward," Singer said.

Results

1. Rapid Market Expansion Without Added Staff

With ESG's automated billing and transaction management, Nordic grew from 3 states and 8 utilities to 13 states and 61 utilities—without expanding its operations team.

"Without ESG, we wouldn't have been able to grow at the speed we did or to the size we did," Singer said. "They took care of our operational needs so we could focus on growth."

2. Lean Operations & Significant Cost Avoidance

ESG's automation handles routine billing and EDI processes "behind the scenes," eliminating the need for a large operations staff and reducing exposure to turnover or training challenges. or complicated workarounds.

"No other billing and EDI provider does what ESG does," said Singer. "Behind the scenes, they're pushing all the buttons for us, so we can be really lean. We calculated that moving to another vendor would've meant hiring three or four additional people."

3. Faster, Smarter Product Innovation

When Nordic wanted to introduce complex new offerings—such as **capacity pass-through** and **matrix pricing**—ESG provided both the functionality and the guidance to execute confidently.

"We explained what we wanted to do, and ESG's experts showed us exactly how to create the price plan," Singer said. "We set it up that way, it worked as promised, and we were in good shape."

4. Strong Partnership & Ongoing Support

ESG's team remains closely involved with Nordic's operations, answering questions quickly and providing the real-world context needed to resolve issues fast.

"When we ask a question, we usually get a very timely response," Singer said. "The service has always been a strong point for ESG."

Singer views ESG as an extension of Nordic's team—not just a vendor.

"ESG is a partner, not just a product," she said. "They fill in the gaps where our expertise ends."



Outcome

Today, Nordic Energy operates in 13 states and supports 61 utilities, serving thousands of customers with efficiency and confidence. ESG’s platform and partnership enabled Nordic to transform its growth strategy from incremental to exponential—without adding the operational overhead that typically comes with expansion.

“We definitely would not have been able to grow as rapidly as we did without ESG,” Singer affirmed. “Their automation and expertise make it possible for us to scale while staying lean and focused.”

Looking Ahead

As Nordic continues expanding its mass market offerings, it views ESG as a long-term partner in both innovation and operational excellence.

“We have complete confidence in ESG’s ability to grow with us,” Singer said. “They’ve proven they’ll adapt, build, and support us every step of the way.”



03 → 13
States
Served

08 → 61
Utilities
Supported

0
Additional Staff
Required

Billing & EDI
Processing

Manual,
resource-intensive



Automated &
managed by ESG

New Product
Launches

Limited by
IT bandwidth



Configurable with
ESG support

For more information and to request a demo, visit

esgglobal.com

About ESG

Energy companies rely upon ESG solutions to grow revenue, increase efficiency, and facilitate business innovation. ESG provides the broadest energy sector market and meter data management to deliver an energy transition platform that optimizes the customer-to-cash process for retail energy providers, utilities, and pipeline and storage companies. The company provides a full suite of financial, land, and field solutions that enable oil and gas producers, pipelines, renewables, and utilities companies to efficiently track and manage their business operations with less staff. Across sectors, ESG automates complex, time-consuming processes with an integrated suite of tools to reduce the cost to serve and increase efficiency through data and insights to get results that matter. ESG is SOC 2 certified in North America and ISO9001/27001 in the United Kingdom. We put the power of data in your hands. Visit esgglobal.com to learn more.