



Power in your hands.



Catalyst Power® Grows its Customer Base With ESG Billing and Transaction Management Products and Services

Client Success Story

For Catalyst Power, an integrated provider of cleaner energy solutions for the commercial and industrial sector, ESG Transaction Management Solution™ (TMS) and customer information/billing solution, Titanium Billing™, have consistently ensured seamless, efficient, problem-free interactions with customers, utilities, and other stakeholders. These products have enabled Catalyst Power to enroll new customers more quickly, bill them accurately and on time, optimize revenue flow, and expand its presence in more markets without adding additional full-time operational staff members.

An Energy Retailer Seeks to Expand its Market Reach

Catalyst Power is a growing retail energy provider that serves 7,000 commercial and industrial customers in New York, Connecticut, Massachusetts, New Jersey, Pennsylvania, Maryland, and Ohio. Shannon Welch, Catalyst Power’s Senior Operations Analyst, manages numerous aspects of energy sales for their existing customers, such as enrollments, setting up price plans, and billing. She also devotes part of her time to establishing operations in new markets. It’s a high priority for Catalyst Power to improve the efficiency of its operations staff so they can focus more on high-value work to expand the company’s customer base.

For many years, Welch has used ESG’s TMS and customer information/billing software Titanium Billing (previously known as P2C) as part of her daily work. She also has experience using the billing solution from a major ESG competitor and considers the ESG products far superior.

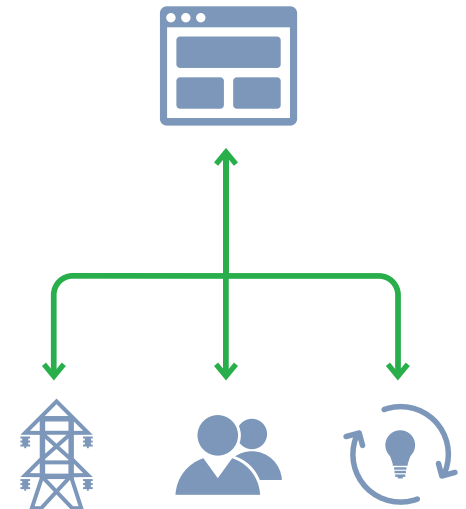
Attracting New Customers With Competitive Pricing

As Catalyst Power establishes itself in new commercial and industrial markets, it’s crucial to be able to offer its customers the most cost-competitive pricing plans. C&I customers often want complex pricing structures, such as variable, day-ahead prices that follow the market.

TMS and Titanium Billing enable Welch to create custom price plans in an efficient manner. TMS sends “pre-enrollment” requests to utilities to provide historical energy usage data for Catalyst Power’s prospective customers. When the data arrives, through automated integrations with Titanium and TMS, the data is seamlessly uploaded into Catalyst Power’s pricing tool to generate the most accurate price plan for that customer.

DATA MANAGEMENT

ESG Transaction Management Solution (TMS)



Energy retailers use TMS to manage their transactions with utilities, customers, energy traders, and other partners. The transaction data from these stakeholders comes in diverse formats. TMS uses a proprietary set of business rules to standardize and compile the data in a database called the TMS Conduit Market Portal™. This makes it easy for energy retailers to access, view, and query transaction data for actionable insights.

TMS also ensures that an energy retailer’s partners receive the correct data points – and in the proper format – to complete transactions successfully. It continuously monitors transactions for errors and anomalies, and has a comprehensive set of capabilities to resolve them.

“ESG shines in supporting complex price plans that are attractive to our customers,” said Welch. “I’m able to make my own price plans on the fly, which helps us get more customers enrolled.”

With the billing solution from a major ESG competitor, Welch would have had to submit a formal request to create custom prices and wait for their customer service team to follow through.

Reliable Communications With Utilities for Billing

Currently, most of Catalyst Power’s customers are billed by the local utility. The utility collects Catalyst Power’s energy supply charges (along with the utility’s delivery charges) and then pays Catalyst Power. To initiate this process, TMS automatically requests each customer’s meter usage data from the utility at the end of the customer’s billing cycle. Then, Titanium uses the data along with the customer’s price plan to generate an invoice and send it to the utility. TMS detects if the utility doesn’t send the usage data – or if the data is incomplete. This triggers an alert for ESG staff, who reach out to the utility on Catalyst Power’s behalf to secure the data.

“ESG is great about catching problems in the billing process and following up with the utility to ensure they are resolved quickly,” said Welch. “This gives me peace-of-mind and is a huge time-saver for me.”

With the solution from a major ESG competitor, Welch would have to run manual reports to see which customer usage data is missing and contact the utility herself.

Ensuring Utility Invoices are On Time

When it comes to sending invoices to utilities, timeliness is essential. After sending the customer’s usage data to the retailer, many utilities allow only two business days for the retailer to send its invoice. If there is missing or erroneous data for the invoice that could delay utility payments, Titanium automatically sends Welch alerts that she needs to take immediate action to correct the problem.

“If we miss the deadline, the utility does not include our charges on the bill and won’t pay us that month,” said Welch. “This would require billing the customer for two billing cycles in the subsequent month, which is aggravating for the customer. Thanks to ESG, our billing has been timely and accurate, which has been great for customer satisfaction and consistent revenue flow.”

FULL CUSTOMER LIFECYCLE

ESG Titanium Billing



Energy retailers use Titanium Billing to perform key activities spanning the full customer life cycle – pre-enrollment analysis, enrollment, billing, tracking revenue, ongoing communications, and more. These activities are facilitated by Titanium’s library of about 1000 application programming interfaces (APIs), which enable easy integration with an energy retailer’s internal systems, such as pricing and customer relationship applications. This means that retailer staff don’t need to manually enter their data into Titanium. If problems come up in any customer interactions, Titanium automatically alerts either the ESG support team or the retailer to review and resolve the issue.

Making Direct Customer Billing Easy

Catalyst Power is starting to bill some of its customers directly, which will enable the company to offer more complex products that can lower prices and attract more customers.

“Titanium Billing makes it easy for me to create and print these bills in just minutes,” said Welch.

User-Friendly Interface

Titanium consolidates all customer information – including the start date, pricing plan, contract terms, account number, billing address, usage, and billing history – in one user-friendly screen.

“Everything is right there at your fingertips,” said Welch. “When our Vice President of Operations receives calls from customers with bill questions, she can pull up the Titanium interface and provide quick, accurate answers.”

Easy Access to Transaction Data for Insights

The Conduit Market Portal in TMS provides Welch with access to all her transaction data, which has proven extremely useful in many billing tasks. For example, if she needs to confirm that a customer is being billed correctly, she can easily drill down into the historical charges to the customer, including all the price components for complex rates.

“I love how I have access to the raw data,” said Welch.

The major ESG competitor’s billing solution does not provide access to the raw transaction data in a clean, usable format.



Transitioning Robison Energy to ESG

In 2024, Catalyst Power acquired Robison Energy, LLC, an electric/natural gas retailer that serves commercial customers in New York. The acquisition increased Catalyst Power's customer base by 25% while also giving Catalyst Power a strong entry into the natural gas market. Robison Energy, LLC had been using the billing solution of a major ESG competitor. Because Catalyst Power prefers ESG, it decided to migrate Robison Energy, LLC to TMS and Titanium.

ESG supported Catalyst Power with a seamless two-month migration, completing testing in just two weeks. Robison Energy, LLC's natural gas customers had a complex pricing structure that Welch had not previously encountered. ESG's experienced experts helped her set up a process to send the local utility (ConEdison) all the required customer data in a single batch to bill these customers accurately. With their previous billing solution, the company had to do this manually, one customer at a time.

"This was the third integration completed with ESG in three years and like the prior integrations, this migration went without a hitch, and we met our deadline," said Joel Glassman, Catalyst Power's Chief Operating Officer. "ESG went above and beyond and was very accommodating about providing support on weekends and evenings."

Final Thoughts From Welch

Welch has a time-sensitive job. Long wait times to resolve problems with Catalyst Power's transactions can result in lost revenue. "ESG understands these high stakes and provides impeccable customer service to solve problems fast," she said. "They always respond to my requests in a timely manner and communicate clearly."

Likewise, the many time-saving features of TMS and Titanium Billing have significantly enhanced Welch's efficiency. "Without ESG's products and support team, I would absolutely need to hire another full-time operational staff person," said Welch.

For more information contact

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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 www.esglobal.com to learn more.

About Catalyst Power Holdings LLC

Catalyst Power Holdings LLC is an independent energy solutions provider specializing in integrating retail electricity with complementary cleaner energy solutions designed to help commercial and industrial companies reduce costs and generate revenue with no upfront investment. Catalyst Power's suite of cleaner energy solutions includes customized Connected Microgrid solutions, rooftop solar, energy storage, EV Charging, and community solar. Catalyst Power specializes in serving middle-market commercial and industrial end-use customers. Catalyst Power is a portfolio company of BP Energy Partners, LLC. For more information, visit www.catalystpower.com.

About BP Energy Partners

BP Energy Partners is a Dallas, Texas based lower-middle market private equity firm that invests alongside entrepreneurs, family-owned businesses, and companies through growth equity and buyout transactions. The firm focuses on energy and energy-intensive industries and companies that generate returns and reduce emissions. Investment themes include Value-Add Infrastructure, the Natural Gas Value Chain, Electrification, and Environmental Management. Founded in 2013 and initially sponsored by T. Boone Pickens, BPEP manages over \$700 million in committed capital. For more information, visit www.bpenergypartners.com