Business Proposal

By Avanade

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Created by Accenture and Microsoft

More than 60,000 employees in 25 countries

+21,000 Projects with 4,000 clients since our creation

Agenda

Reminder of Business Need

Solution & Mockup

Technical architecture

Agile: Method & People

Timeline

Budget

Marketing levers

Electroo's goal is to turn its customers into responsible consumers of energy and be worth acquiring and welcoming new prospects to the process.

Identified Need: Make it possible for consumers to reduce their carbon footprint and reduce their energy bill based on detailed data and using the digital and new technologies.

Solution

"Sell more to people who want to consume less"

Wi-Fi centralized Plugs

Full accessibility, control

Via the mobile Application

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Solution

Basic

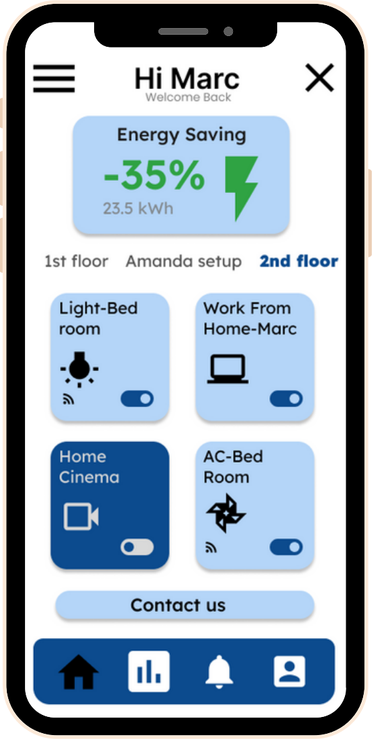
1. 5 plug-ins to install on infrastructures that collect information, detect uses.
2. Real-time tracking
3. Detailed tracking by devices
4. Energy threshold
5. Detailed report
6. Optimization of renewable energy sources

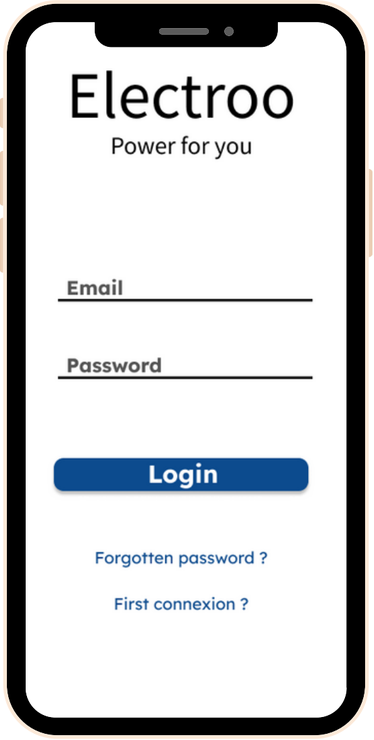
Solution

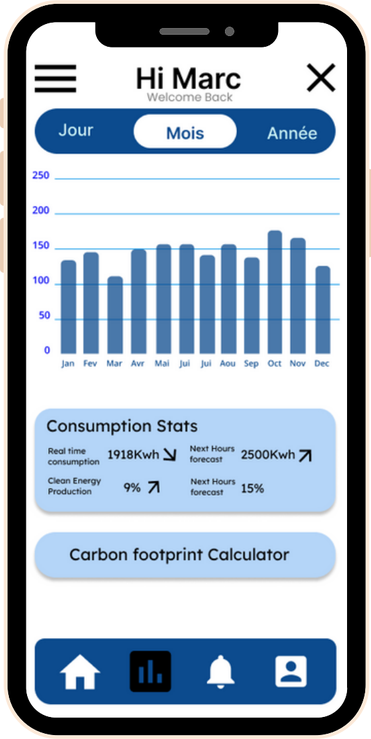
Premium

1. 10 Plugs
2. Best Practices
3. Connectivity with connected devices

Mockup: App







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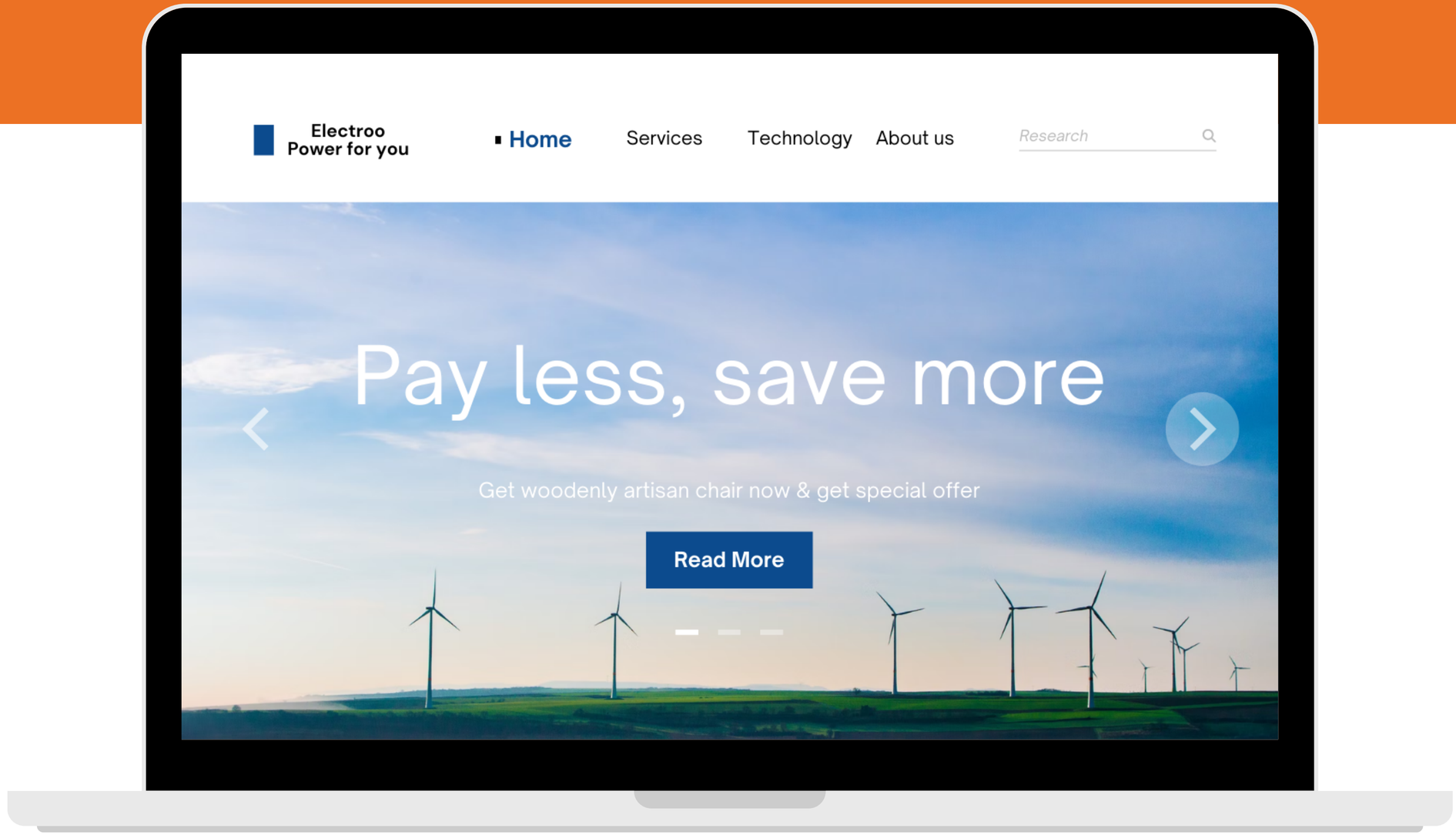
Mockup: Webpage



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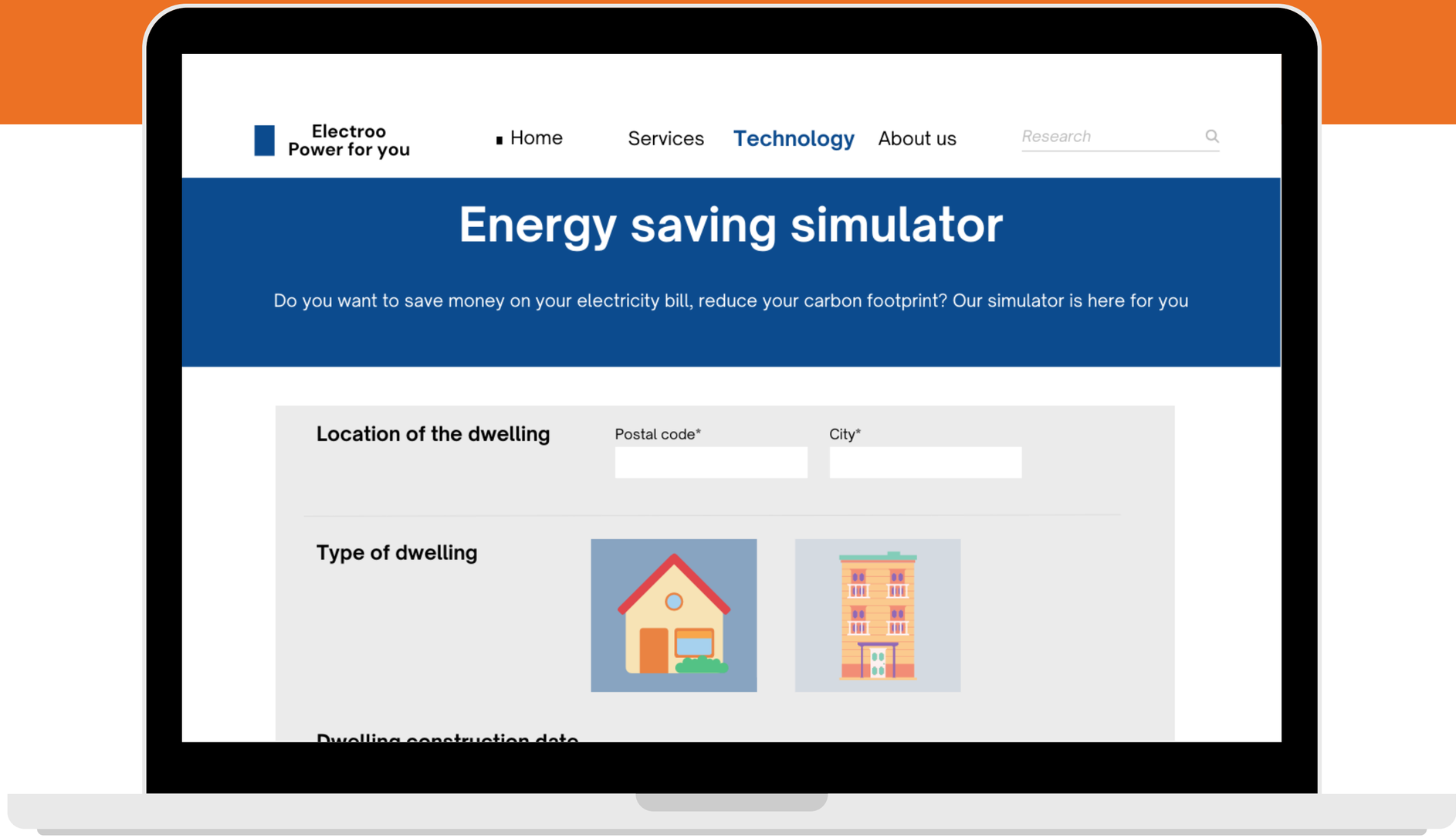

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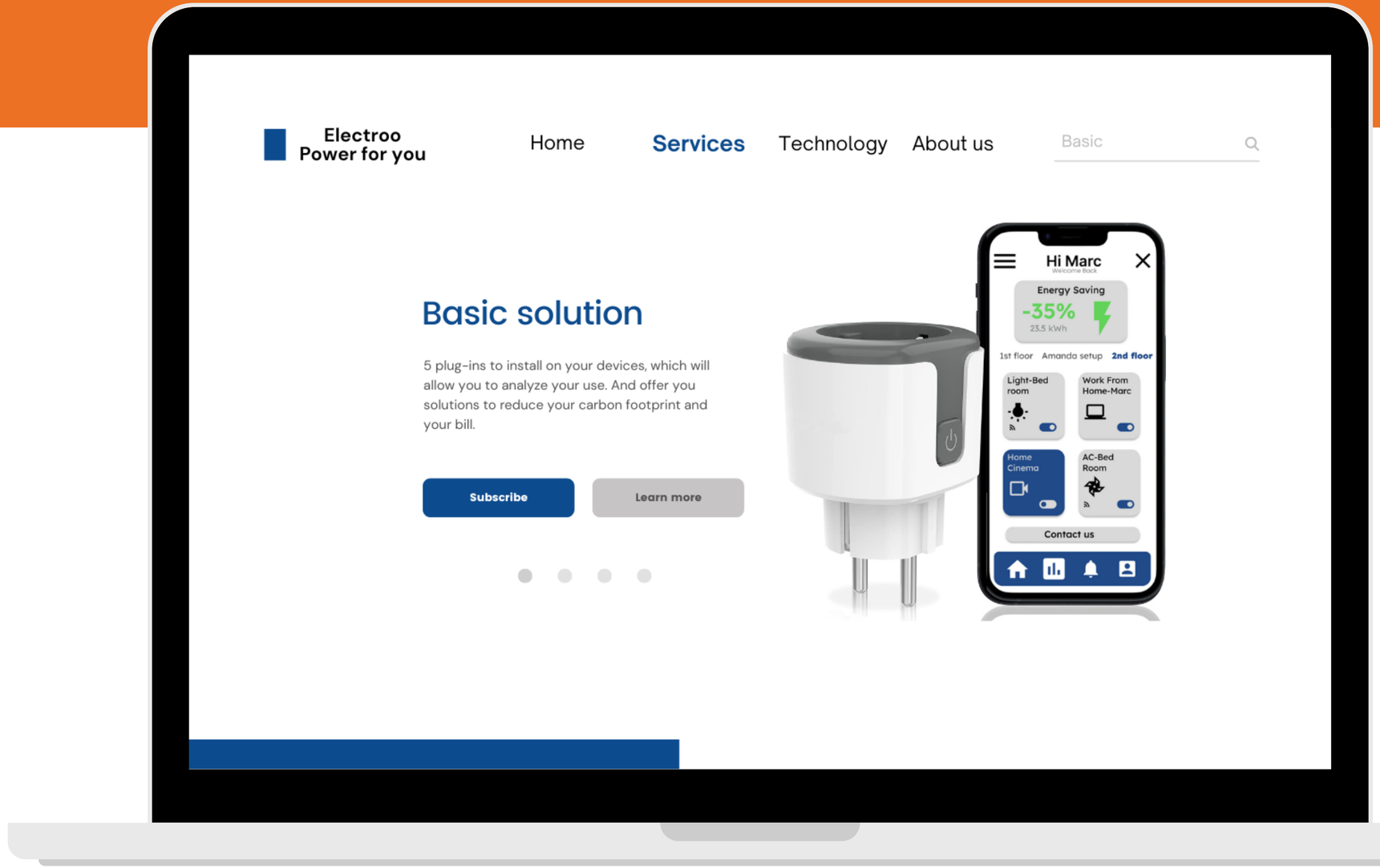

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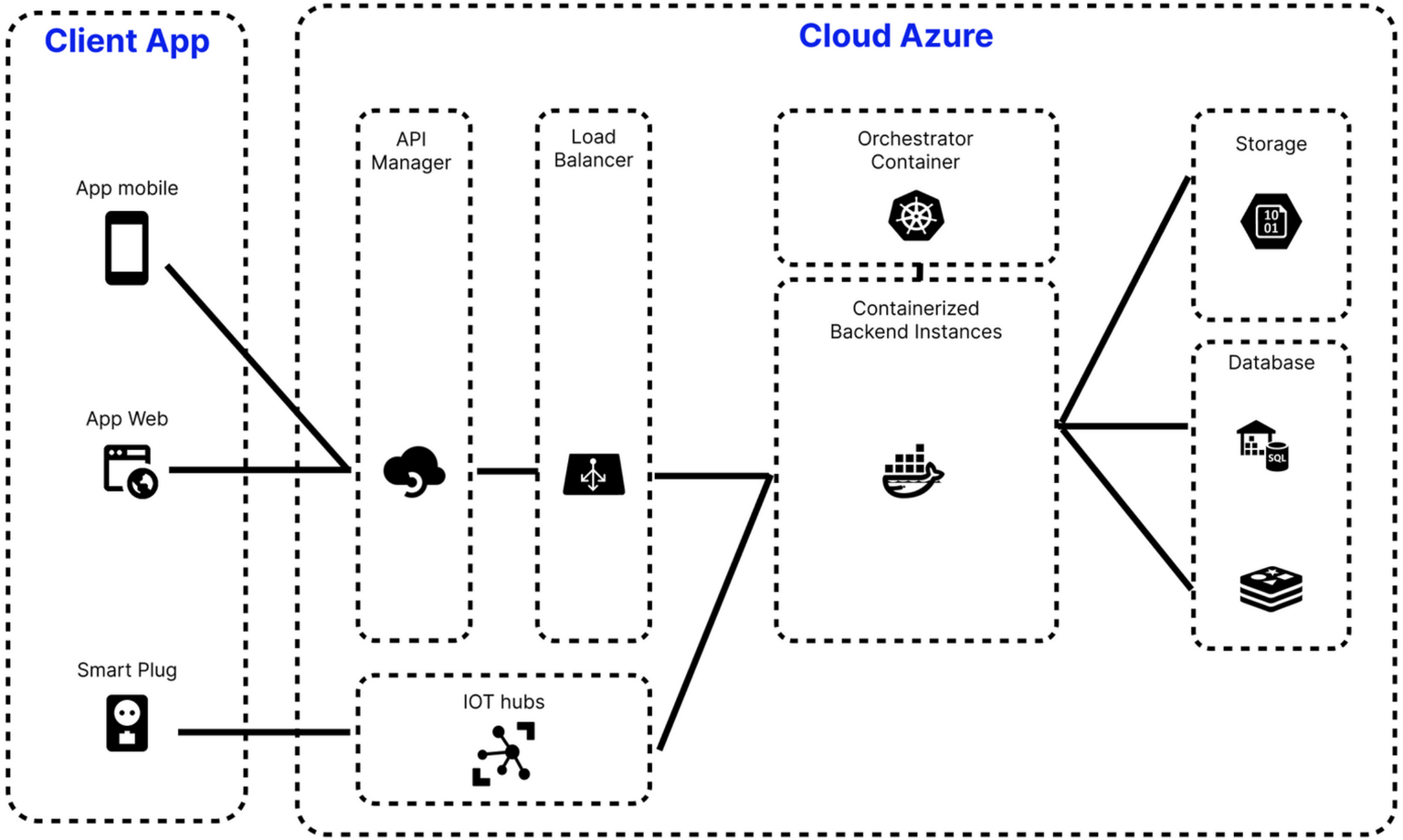
Technical Architecture



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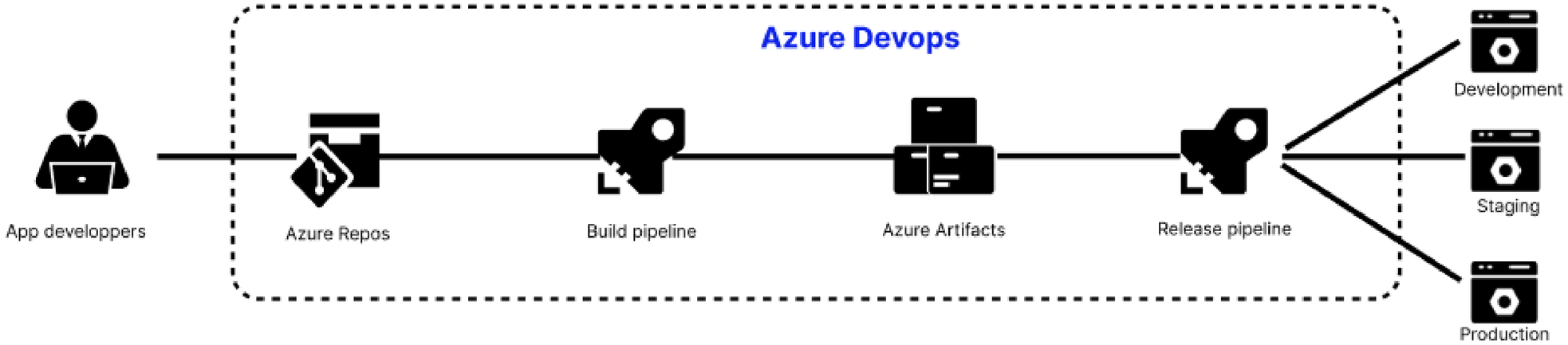
Technical Architecture

Environment and development



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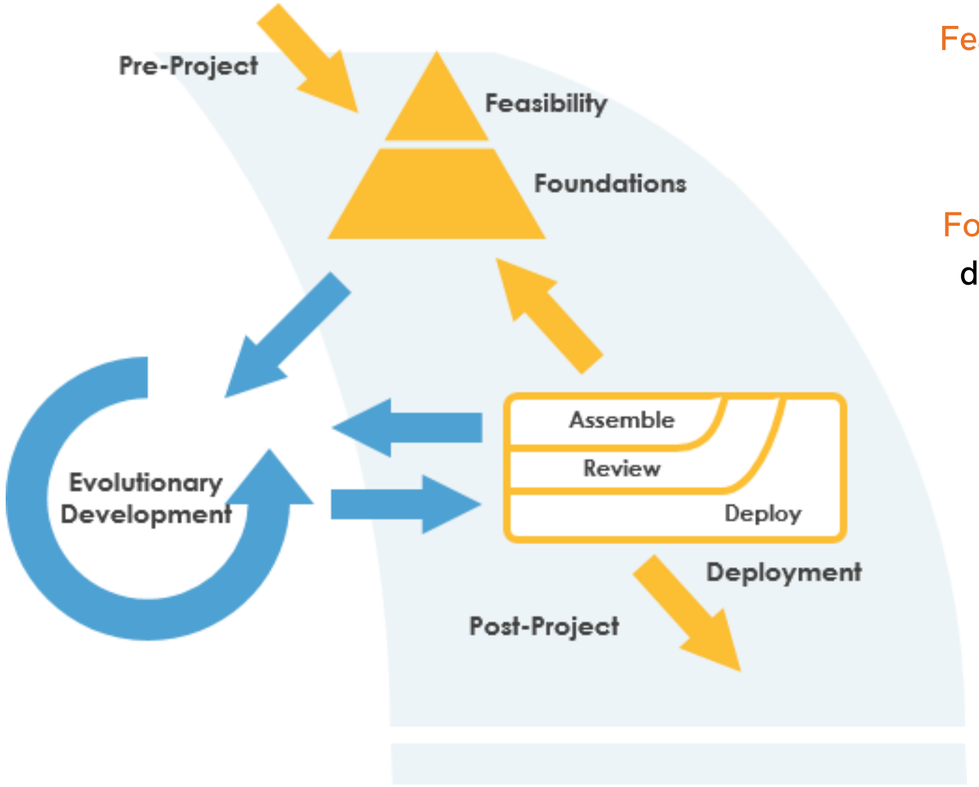
Agile: Process

We chose this method to keep our process up to date and to keep enhancing it during the whole process. Moreover, this agile method allows a quick identification and resolving of malfunctions.

Process

Pre-Project: listed all the ideas that seemed relevant



Feasibility: Assessment of the project technically and economically

Foundations: arrive here with 1 selected project. We detail how we are going to proceed to concretise it

Evolutionary Development: Realise our deliverables through iterations. We manage the project through prioritisation and through Timeboxes

Deployment: we decide that we are able to deploy the project and put it through production and sales

Post-Project: measure the results and profitability of the project

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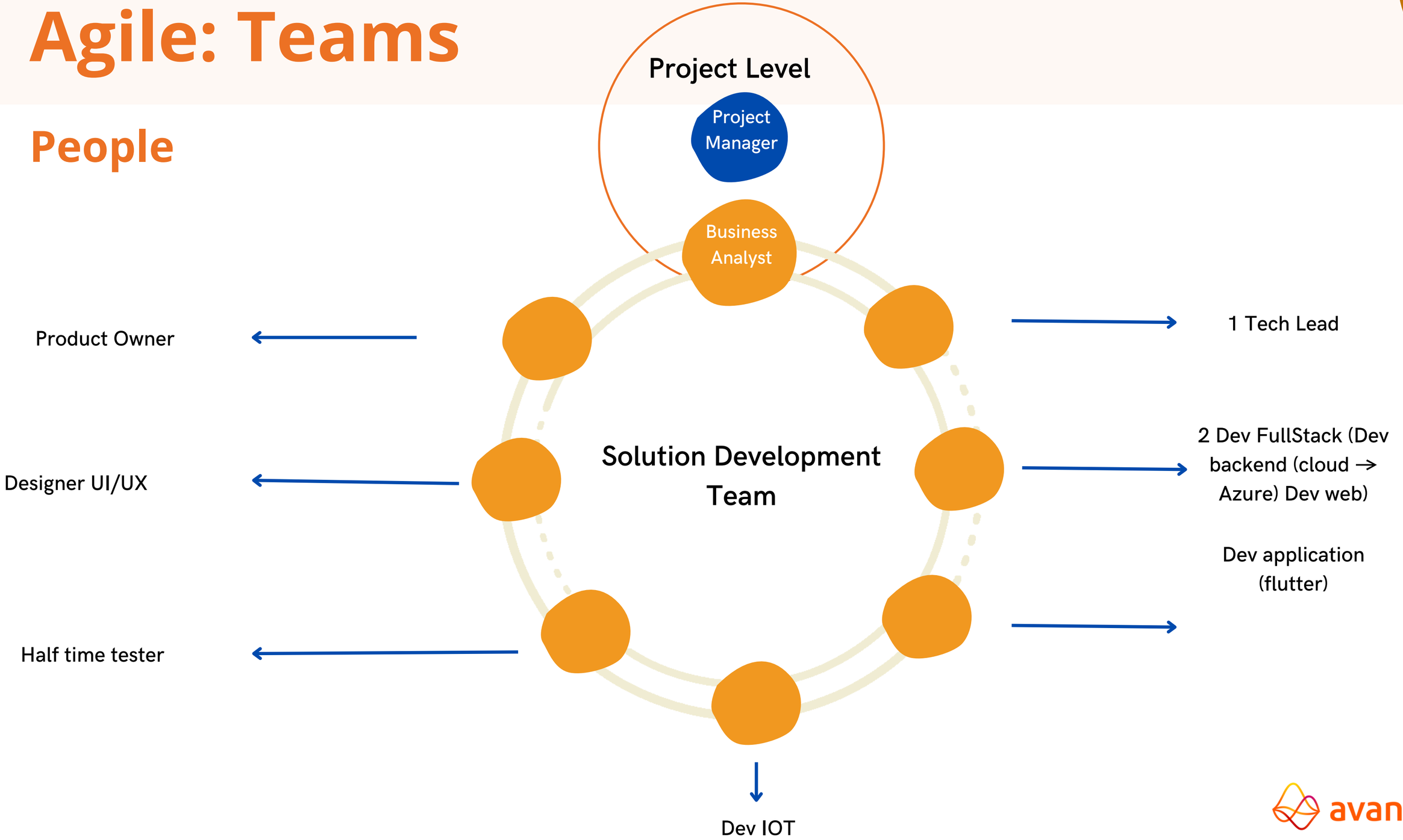
Agile: Teams

People



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Timeline

Before

Workshop to refine the Need in order to refine the Solution

1 Month

1

PHASE 1

POC
Test the basic mecanic of the solution : connect equipments to the App

2 Months 2 Weeks

2

PHASE 2

Development of the solution architecture and define a Beta version with 5/11 functionalities

1 Month 3 Weeks

3

PHASE 3

Test the 11 functionalities of the solution. Divide by Timeboxes of 2 weeks with 2,5 functionalities per Timebox, iteration and with 1 week of tests each 2 sprints. The result will be a version Beta.2 with 6 more functionalities..

3 Weeks

4

PHASE 4

Tests over the complete solution

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Budget

TEAM	PRICE (ADR)	DURATION (6 MONTHS)	TOTAL
Scrum Master	820€	Fulltime : 125 days	102 500€
Product Owner	Client side	Fulltime	//
Business Analyst	700€	Fulltime	87 500€
Tech Lead	880€	Fulltime	110 000€
2 FullStack Developer	750€/dev	Fulltime	93 750€*2 = 187 500€
Mobile Developer	680€	Fulltime	85 000€
IoT Developer	640€	Fulltime	80 000€
Tester	400€	part-time	25 000€
UI/UX Designer	660€	Fulltime	82 000€

Total price (6 months):
760 250€

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Budget

For the development part, a set of Microsoft tolls will be needed.

All the tools come with the following licensing program: Microsoft Customer Agreement (MCA)

Estimated price per month: 400€
For 6 months: 2400€

Total HR+Tech : 764 650€

Non-exhaustive list of tools :

- Azure App Service
- Azure API Management
- Azure Container Registry
- Azure DevOps
- Azure Load Testing
- Azure Load Balancer
- Azure Technical Support
- ...

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Budget

Here are some tools that you will need to have once the system is deployed.

CATEGORY	SERVICE TYPE	DESCRIPTION	PRICE
Storage	Storage Accounts	Premium Block Blob Storage, Hot Access Tier, 10 TB Capacity - Pay as you go	1813,80€
Internet Of Things	Azure IoT Hub	Basic Tier, B3: Unlimited devices, 300,000,000 msgs/day, $625.00/mo, 1 IoT Hub Units	588,60€
Database	Azure SQL Database	Elastic Pool, vCore, Business Critical, Provisioned, Standard-series (Gen 5), RA-GRS Backup Storage Redundancy, 6 x 500 GB Long Term Retention	2266,51€
Database	Azure Cache for Redis	Enterprise tier; x1 scale factor (capacity 2) x 1 E10 instances x 1 Month, Pay as you go, Software IP cost is included	1083,47€
Compute	Azure Kubernetes Service (AKS)	3 D2 v3 (2 vCPUs, 8 GB RAM) x 1 Month (Pay as you go), Linux; 1 managed OS disk – S4	232,58€
Networking	Load Balancer	Basic Load Balancer is free of charge	0€
Web	API Management	Standard tier, 1 unit(s), 1 Month	646,71€

Estimated price per month: 7574€

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Budget

Plugs recommendation with pricing
Possible partnership with lower price
Price based on 100 000 clients, 5 plugs needed by client

XIAOMI

Mi Smart Plug(WiFi)

Market price : 21€/u
Partner price : 9€/u

TAPO

Tapo P100

Market price : 13€/u
Partner price : 6€/u

NOUS

A1Z

Market price : 14€/u
Partner price : 7€/u

Here are product from firms our client are working with.
The quality is EU certified.
We could provide more informations and contact.

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Marketing levers

The goal of these levers is to gain loyalty of current customers or acquire new ones.

Loyalty

- Personnalised and targetted E-mailing campaign
- Rewarding system: invite customers to create an account where they accumulate points when they successfully adopt habits that reduce their carbone footprint (energy consumption)
- Organise challenges and giveaways

Acquisition

- Awareness E-mailing campaign
- Ads placements on social networks
- Blog articles

Contact us

ADDRESS

3 Esplanade du Foncet, "Immeuble Bord de Seine 1",Issy-Les-Moulineaux

E-MAIL

etienne.daubanay@avanade.com

PHONE NUMBER

+ 33 7 49 76 24 68

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