

# THE ADVISORY HOUSE

A background image of a financial chart with white lines on a blue grid. The chart shows several peaks and troughs, with a prominent peak on the left and a sharp decline followed by a recovery on the right. The grid consists of solid and dashed lines.

Implementation experience with Allegro system  
December 2017

# TAH looks back on a long lasting, successful partnership with the energy industry and is its “Hidden Champion”

## Competencies

Generation

Grid

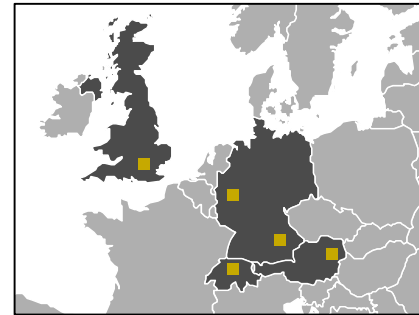
Trading

Sales

**100% focus on the energy industry with deep expertise in trading and sales value chain**

- Understanding of the strategic environment
- Understanding of vertically integrated energy companies
- Dealing with complex energy-related issues and processes
- Experience in realizing vast implementations

## Customers and Markets

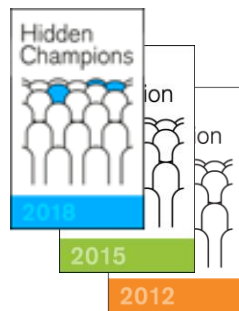


Our clients are leading energy companies as well as multiple regional utilities

■ TAH Offices  
■ Core markets

## Hidden Champion of energy industry '12/'15/'18

| Rang | Beratung                | Punkte |
|------|-------------------------|--------|
| 1    | The Advisory House      | 392    |
| 2    | Boston Consulting Group | 389    |
| 3    | McKinsey & Company      | 369    |
| 4    | Oliver Wyman            | 368    |
| 5    | A.T. Kearney            | 367    |



## Partnership with you

### Customer enablement

- Customer understanding
- Trust and respect
- Coaching
- Know-how transfer and training

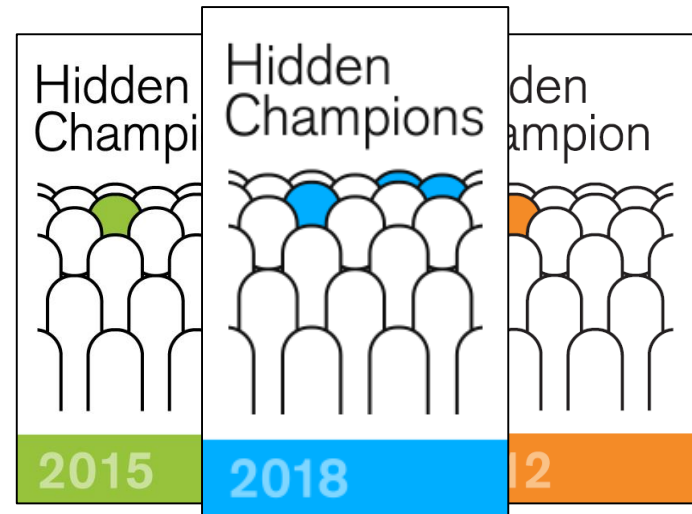
Long term customer success

### Entrepreneurship

- Flexibility
- Productivity
- Ownership
- Share of risks and opportunities

## For the third consecutive time TAH has been awarded „Hidden Champion in the energy industry“

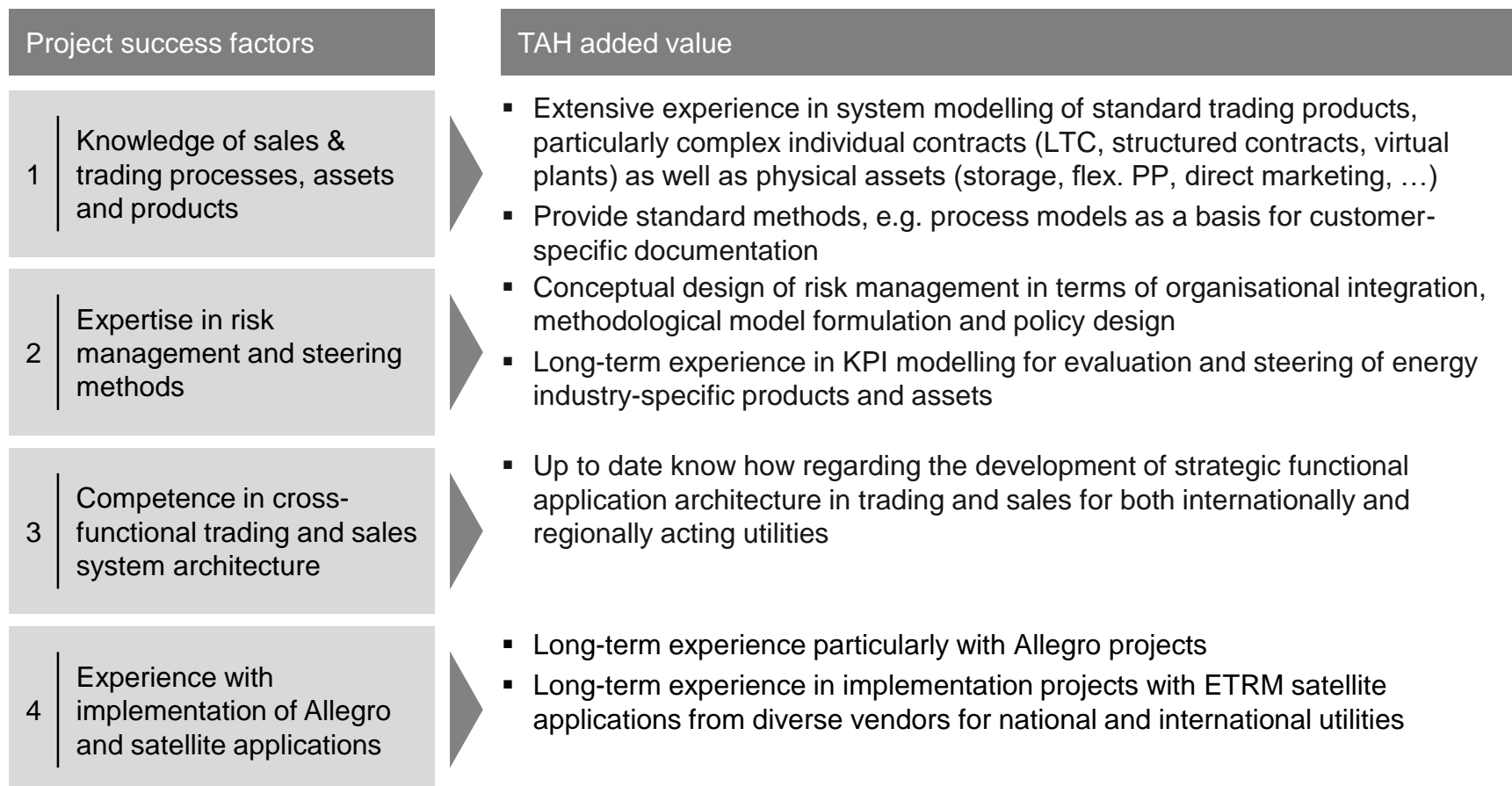
| Rank | Consulting Firm         | Points <sup>1</sup> |
|------|-------------------------|---------------------|
| > 1  | The Advisory House      | 392                 |
| 2    | Boston Consulting Group | 389                 |
| 3    | McKinsey & Company      | 369                 |
| 4    | Oliver Wyman            | 368                 |
| 5    | A.T. Kearney            | 367                 |



The study „**Hidden Champion of the consulting market**“ is conducted every three years by the „Wissenschaftliche Gesellschaft für Management und Beratung mbH (WGMB)“ under the aegis of Prof. Dr. Dietmar Fink in collaboration with the journal Capital

<sup>1</sup> Perceived competence in the market<sup>1</sup>: 500 points = very high, 300 points = medium, 100 points = very low  
Sector expertise in terms of deep knowledge of structures, business models, products, business processes, markets and market agents as well as the culture and hidden „rules of the game“ in the energy industry (n=57 executives in the energy industry)

## TAH's added value to your project is a rare combination of extensive expertise in both energy industry and Allegro CTRM system



## TAH supports clients on Allegro implementations since 2012

| Customer                           | Description   | Project  |
|------------------------------------|---|--|
| First tier Gas wholesale – Germany | <ul style="list-style-type: none"> <li>• <b>Commodity:</b> Gas, Financial, FX</li> <li>• <b>Trade types:</b> Standard, capacities, storage, bespoke wholesale</li> <li>• <b>Markets:</b> DE, AT, NL, UK</li> <li>• <b>Areas:</b> Front-to-end incl. logistic and KPI calculation, steering model</li> </ul>                   | <ul style="list-style-type: none"> <li>• <b>Duration:</b> 2 years</li> <li>• <b>Client:</b> 5 FTE</li> <li>• <b>Allegro:</b> 2-3 FTE on site, 1 FTE lead-team</li> <li>• <b>TAH:</b> 2-3 FTE on site</li> <li>• <b>Status:</b> Live</li> </ul> |
| Mid Tier utility – Austria         | <ul style="list-style-type: none"> <li>• <b>Commodity:</b> Power, Gas, (HKN,) Financial, FX</li> <li>• <b>TT:</b> Standard, Crossborder, conv. PP</li> <li>• <b>Markets:</b> DE, AT, (HU, RO, SI, HR, BA, RS, ME, MK, KS)</li> <li>• <b>Areas:</b> Front-to-end incl. logistic and KPI calculation, steering model</li> </ul> | <ul style="list-style-type: none"> <li>• <b>Duration:</b> 1.5 years</li> <li>• <b>Client:</b> 3-4 FTE</li> <li>• <b>Allegro:</b> 2 FTE on-site, 1 FTE lead-team</li> <li>• <b>TAH:</b> 2 FTE on site</li> <li>• <b>Status:</b> Live</li> </ul> |
| Mid Tier utility – Switzerland     | <ul style="list-style-type: none"> <li>• <b>Commodity:</b> Power, Financial, FX</li> <li>• <b>Trade types:</b> Standard, Crossborder, conv. power plants</li> <li>• <b>Markets:</b> DE, AT, CH, FR</li> <li>• <b>Areas:</b> Front-to-end incl. logistic and KPI calculation, steering model</li> </ul>                        | <ul style="list-style-type: none"> <li>• <b>Duration:</b> 2 years</li> <li>• <b>Client:</b> 3-4 FTE</li> <li>• <b>Allegro:</b> 2 FTE on site, 1 FTE lead-team</li> <li>• <b>TAH:</b> 2 FTE on site</li> <li>• <b>Status:</b> Live</li> </ul>   |
| First Tier utility – Germany       | <ul style="list-style-type: none"> <li>• <b>Commodity:</b> Power, Gas, Financial, FX, Certific.</li> <li>• <b>Trade types:</b> Standard, conv. PP, temp.- driven</li> <li>• <b>Markets:</b> DE, SE, UK, IT</li> <li>• <b>Areas:</b> Front-to-end incl. KPI calculation, risk and settlement interface</li> </ul>              | <ul style="list-style-type: none"> <li>• <b>Duration:</b> 2 years</li> <li>• <b>Client:</b> 50 FTE</li> <li>• <b>Allegro:</b> 10 FTE on site, 1 FTE lead-team</li> <li>• <b>TAH:</b> 6 FTE on site</li> <li>• <b>Status:</b> Live</li> </ul>   |