

Case Study





CPS Energy Powers Productivity Gains and Competitive Advantage with Interwoven

As a municipally-owned energy company in a regulated market, CPS Energy currently serves a customer base of approximately 670,000 electric customers and more than 315,000 natural gas customers in and around San Antonio, Texas. As the industry moves toward retail electric deregulation, this freedom from competition may not last much longer, making it essential for CPS Energy to focus its ability to attract and retain customers and grow its business in an open market.

Web Solutions Manager Lawanda Parnell explains, "We can never lose sight of the need to deliver affordable energy to our customers. Today we have the lowest rates among major cities in Texas and the entire U. S., but we also recognize that we cannot compete strictly on price. Equally important will be the ability to provide responsive, convenient service and information, as well as to improve CPS Energy's business agility in a fast-changing marketplace. If we're successful in meeting these strategic goals, we will retain our satisfied customers and attract new ones."

To enable higher productivity, more efficient collaboration, and greater responsiveness to the needs of both customers and employees, CPS Energy embarked on a strategy to leverage Interwoven for content management. Manual processes would be automated, and enterprise systems for content management, accounting, paper capture, and other functions would be integrated to streamline workflows. Said Chief Information Officer Christopher Barron, "Interwoven plays an important role in our enterprise-wide strategy to put content to work more effectively to improve productivity, provide us with a competitive advantage, and grow our business."

"Interwoven plays an important role in our enterprise-wide strategy of leveraging content to improve productivity, and provides us with a competitive advantage to grow our business."

Christopher Barron, Chief Information Officer, CPS Energy

Streamlining Processes to Provide Superior Service

CPS Energy's Interwoven implementation began with collaborative document management (CDM) for its legal department, powered by Interwoven WorkSite. All contracts, correspondence, meeting notes, and other content are now stored in a centralized repository, organized by subject matter, for easy access from any location. "We've also allowed users to share information and collaborate with external attorneys," explains Project Manager Susanna Guzman.

Based on the initial success of the Interwoven WorkSite implementation, CPS Energy expanded its implementation company-wide. Previously, customer records, invoices, competitive research, and other documents were scattered across laptops, desktops, servers, and databases throughout the company, making it difficult and time-consuming for employees to find what they need. Even if the information was located, there was often no way to be sure which was the latest version of a document. Manual, paper-based processes further sapped productivity.

"We now have WorkSite users across the entire company, including Accounts Payable, IT, Purchasing, Retail Energy (Marketing), Engineering, Corporate Communications, and many others," says Guzman. "It has enabled us to collaborate on information across project teams, development teams, and process improvement teams, which has increased our productivity." Instead of wasting time searching for information, users simply visit a centrally accessible workspace or knowledge space to find the right document in a matter of moments.

Industry

Energy

Challenges

- Competitive pressure to reduce costs and improve business agility
- Inability of knowledge workers to collaborate effectively around content
- Time-consuming, labor-intensive processes
- Difficulty accessing vast quantities of paper

Benefits of Using Interwoven

- Automated processes for cost-effective business growth
- Improved employee efficiency and productivity through collaborative document management
- Invoice processing cut from 30 days to 5.6 days
- Access to information improved company-wide
- Improved customer service helps CPS Energy retain satisfied customers and attract new ones



CPS Energy: the nation's largest municipally-owned energy company providing both natural gas and electric service, serving customers in and around San Antonio, Texas, seventh largest city in the U. S.

Solution

Interwoven WorkSite for Collaborative Document Management (CDM) enables CPS Energy's employees to access, share, and collaborate around critical business content, from contracts and invoices to competitive research, in a secure and cost-effective manner.

Interwoven TeamSite, the industry's leading Web Content Management solution, will enable CPS Energy to power a Website that will speed time-to-Web for customer-facing information such as rebate programs and rates, improving both customer satisfaction and business agility.

Accounts Payable processes have also been fully automated at CPS Energy by BCS Systems. Instead of routing paper invoices manually for signatures and approvals, using Kofax and BCS software applications, incoming invoices are now scanned, stored in WorkSite, routed and approved online through a fully integrated SAP workflow, then stored in an invoice library for easy reference and retrieval. As a result, the payment process has been cut from 21 personnel hand-offs to 5, reducing the payment cycle time from 30 days to 5.6. CPS Energy expects to realize savings of more than \$100,000 per year in Accounts Payable alone—a bottom-line gain soon to be repeated in departments throughout the company. Reports Orlando Flores, senior manager of business operations for Accounts Payable, "With Interwoven, we've been able to reduce the time and cost required to process each invoice while providing robust new capabilities for reporting, tracking, and retrieval."

CPS Energy will also use Interwoven to modernize the management of right-of-way easements and contracts representing permissions for utility lines to be laid on private property. Decades worth of documents, numbering in the hundreds of thousands, which previously existed only on paper or microfilm, will be captured in WorkSite. "We're creating an online system that makes it easy for the team to locate a given document and map and make it available to the right person," says Parnell.

CPS Energy continues to realize the gains in competitiveness and productivity that begin with a solid enterprise content management foundation. "It's never about just using technology for its own sake," says Parnell. "Our goal is always to use technology to realize specific business gains and solve real problems."

Delivering Service and Information Online

CPS Energy is now implementing Interwoven TeamSite to revamp its Web site and enable self-service to users by providing information on rates, outages, and rebate programs and the ability to start or change services. "This way, we can provide outstanding service to our customers, leveraging the Internet as a communication channel," explains Parnell. Business teams will be able to publish information easily to the Web without technical assistance, improving both customer satisfaction and business agility. The Interwoven repository will serve as a single source for approved, re-usable templates, images, and other brand assets to ensure a consistent customer experience."

About Interwoven

Interwoven is a global leader in content management solutions. Interwoven's software and services enable organizations to effectively leverage content to drive business growth by improving the customer experience, increasing collaboration, and streamlining business processes in dynamic environments. Our unique approach combines user-friendly simplicity with robust IT performance and scalability to unlock the value of content. Today, more than 3,800 enterprise and professional services organizations worldwide have chosen Interwoven, including: adidas, Airbus, Avaya, Cisco, DLA Piper, the Federal Reserve Bank, FedEx, HSBC, LexisNexis, Microsoft, Samsung, Shell, Samsonite, White & Case, and Yamaha. Over 20,000 developers and over 300 partners enrich and extend Interwoven's offerings. To learn more about Interwoven, please visit www.interwoven.com.

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