



# Case Study



## Client Profile

As one of the largest investor-owned energy services in the world, (\$22 Billion in sales) TXU provides services to more than 11 million customers in Texas, the United Kingdom, Europe and Australia. TXU is a leader in electric and natural gas merchant trading, energy marketing, telecommunications and other energy-related services.

## Executive Summary

DYONYX has provided high level consulting services focusing on assisting TXU in evaluating their business position as it relates to deregulation and defining a new business model that will move TXU into a competitive environment. Specifically, DYONYX has played a major role in providing the following:

- An overall methodology for restructuring internal processes within and among the key operating business units of the affiliated TXU companies
- Business models of the deregulation industry and their relationship with the affiliated TXU companies. These models were eventually adopted and are used today by the Energy Regulation Council of Texas.
- A set of critical technically based software programs used to document business and systems requirements, manage issues, and enhance the effectiveness of the enterprise-modeling tool
- Program and project management methods and procedures used to support the enterprise-wide array of business and systems development projects
- Business process models for new and changed functions within the enterprise

As a result of engagement, TXU was able to successfully navigate their old business model into the new market requirements – a multi-billion dollar change management initiative. DYONYX consultants continue to work with TXU in the Energy Trading division to help them optimize their processes and effectiveness on the competitive side of the market. Current projects include designing the market testing requirements and developing interim solutions for use during the pilot phase of the industry implementation plan.

