

# Making The Complex Simple

Market leading energy and utility solutions provider

Maximising profitability with real time pricing, data forecasts and market trends



UD Insights provides a comprehensive market intelligence within the electricity and gas SME sector. The platform helps Energy Suppliers understand the movement in the market and react accordingly with up to date transactional data such as renewal activity and price positions.

The analysis and detail provided allows our customers to make informed strategic decisions within their operations. The Insights solution provides accurate real-time data that allows the Supplier to implement changes based on today's movement within the market.

### At a glance

- Informs real time supplier pricing and purchasing decisions
- Ability to develop targeted marketing campaigns
- Enables benchmarking of market share and activity by geography
- Market trend monitoring and forecasting
- Comprehensive analysis of all aspects of SME procurement behaviour
- Real time overview of market activity
- Independent and objective statistical analysis of market developments

