

## AFFINITY SUITE marketflow

Market Interaction Management



## Managing data in perpetual change

Affinity Marketflow was born out of chaos. Deregulation of the utility industries meant that businesses had to be able to communicate efficiently with other market participants. The reality was that nothing on the market, had the power and flexibility to manage end to end processes, and deal with constant change.

Our solution was a market interaction platform, using centralised flexible data catalogues, integration capabilities and process management platforms to organise, validate and orchestrate the data flow. The pressing business need – getting control and visibility of the end to end processes – was achieved. Marketflow has the capability to:

- Support full processing and validation of agreed data formats that are likely to change
- Support new data formats that need to be exchanged with other systems or companies
- Efficiently and reliably orchestrate processes to meet industry and utility specific requirements
- Isolate changing external formats from internal systems and processes thus minimising IT costs
- Support a variety of technical and communications protocols
- Correlate industry and technical events to filter out only core business events that require action
- Provide highly automated exception handling capability to minimise the need for manual user intervention

The result is more timely and efficient business processes, less manual intervention, better data quality and reduced IT costs. Our clients are able to manage perpetual change.

### Overview

Affinity Marketflow® is a powerful industry process and dataflow management solution for major utilities operating within de-regulated markets.

Marketflow has proven itself in the UK energy market, where it manages the data flows of British Gas, EDF Energy, RWE npower, Scottish and Southern Energy and IBERDROLA-ScottishPower's electricity and gas customers. It is also deployed by Bord Gáis Éireann and all gas shippers in the deregulated Irish gas market and by Thames Water and Northumbrian Water in the competitive non-household water market in England.

Marketflow is proven across geographical areas and industry sectors and is now available to support market communication requirements in international markets including support for EDIFACT and ebIX informed market models or markets within their own XML based or Service based interaction formats.

### How does it work?

Marketflow takes large volumes of structured messages from multiple points and co-ordinates their journey across a market or organisational landscape. It orchestrates data flow. Marketflow has a unique depth of integration capability. It integrates closely with other enterprise systems and its unique flexibility can help insulate clients from unnecessary and costly change.

### Key features

#### Power

- Used for over 35 million electricity and gas customers in the UK
- Makes enterprise systems run more smoothly and efficiently

#### Flexibility

- Readily adaptable to change
- Better exception handling

#### Integration

- Unique depth of integration capability
- Pre-built integration components (SAP, Oracle and others)



Affinity Marketflow is certified on SAP and IBM technology platforms and supports integration with a wide variety of CRM and Billing solutions.

# Systems work better when they have Affinity.

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## Affinity Suite<sup>®</sup>

is the enterprise data management suite from AMT-SYBEX. Each solution integrates and orchestrates enterprise data, so your business processes work better.



## AMT-SYBEX

We create enterprise software for the global infrastructure and energy industries.

Leading businesses rely on our domain experience, product ingenuity and partnerships.

Making your data work harder.