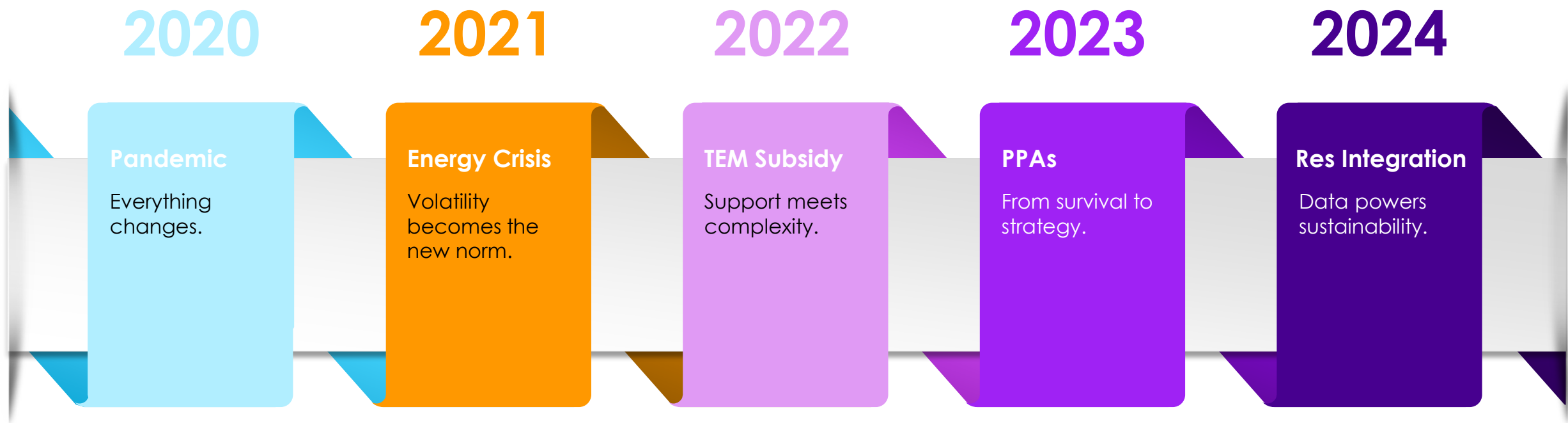


Data-Driven Transformation in the Greek Energy Retail Market

How data and AI reshape B2B energy relationships

Setting the Context: The Energy Retail Landscape



What Makes the B2B Segment Different

Energy retail today isn't about selling energy — it's about managing complexity.



Load Profiles

Diversity in demand means one-size never fits all.



Custom Contracts

Contracts aren't templates; they're negotiations.



Long decision cycles

Decisions take time — trust builds before signatures.

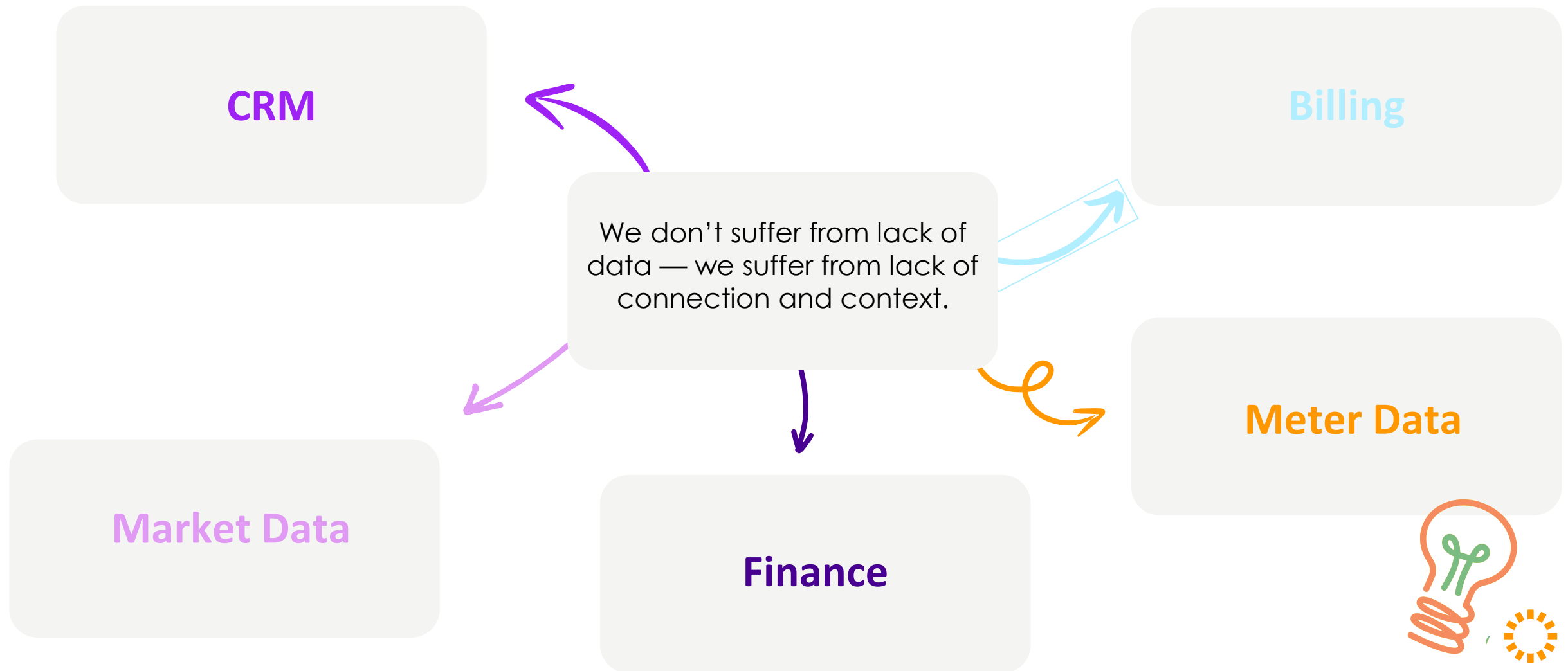


Tight margins & Credit exposure

Margins are thin — vigilance isn't optional.



Information is Everywhere, but Insight is Rare



The Shift: From Reporting to Decision Intelligence

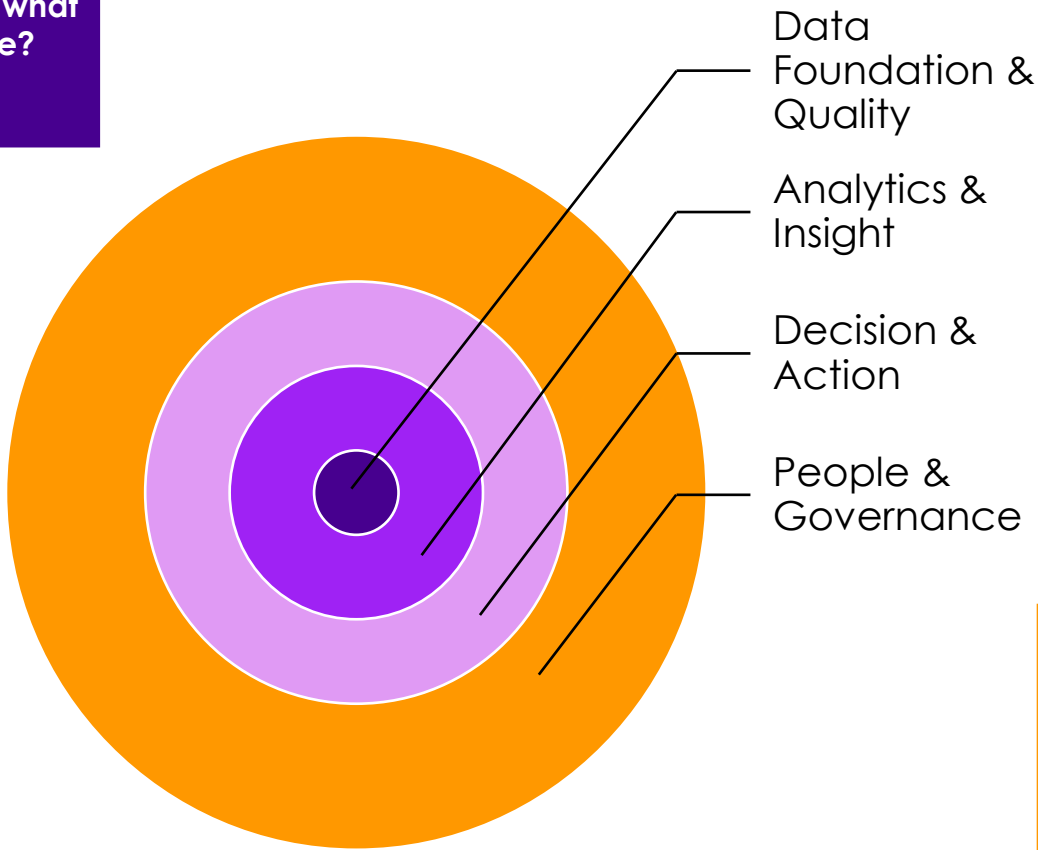
From explaining what happened to shaping what happens next.



Bringing Intelligence into B2B Energy



If data is everywhere, what turns it into intelligence?





From data foundations
— to business trust.



Layer 1

Data Foundation

CRM

- **Quality:** Accuracy & Consistency across systems
- **Timeliness:** near-real-time updates enable responsive operations
- **Governance:** common definitions & ownership

Billing

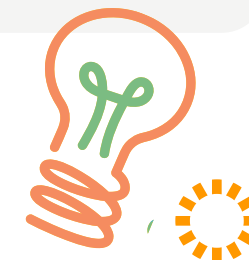
Single Source of Truth

Can we really build intelligence on data we don't agree on?

Meter Data

Market Data

Finance




Layer 1

From Data Chaos to Data Readiness

When every team speaks a different data language, even simple questions have no single answer.

Data Chaos




Inconsistent definitions
Each team speaks a different data language

Unvalidated inputs
Errors and duplicates blur the truth

Limited visibility
Information scattered, trust fragmented



Data Readiness



Common definitions
One shared version of truth

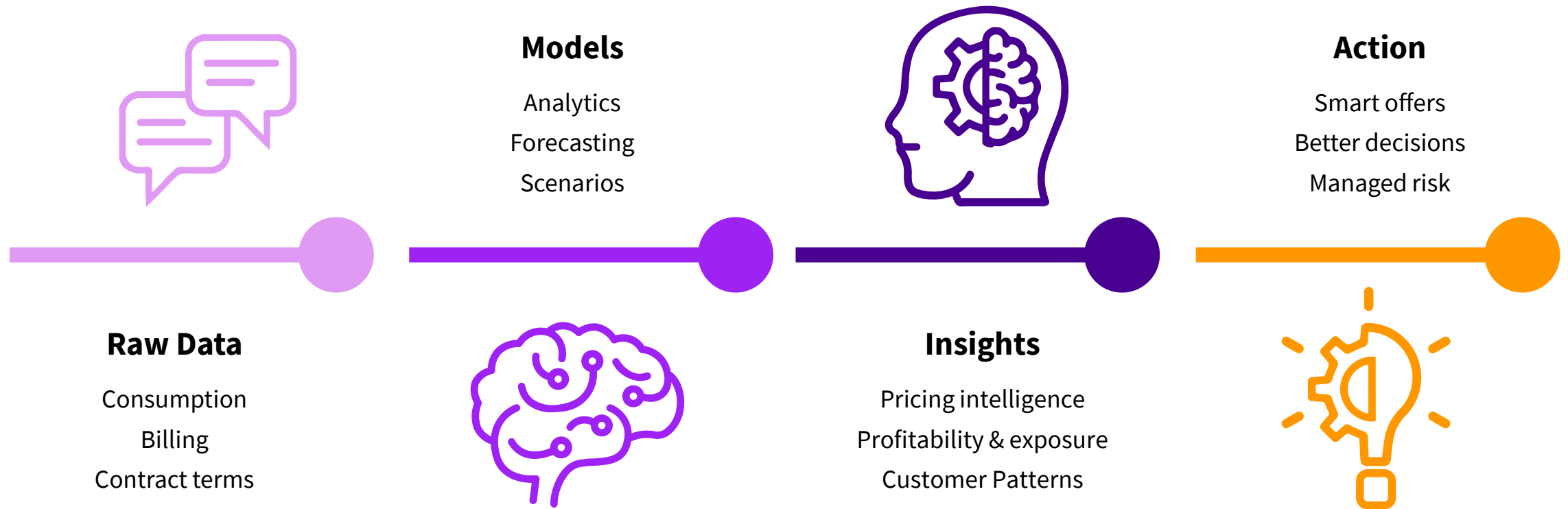
Vaildated data
Accurate, complete, and reliable

Easy access
Organized, trusted, ready for action



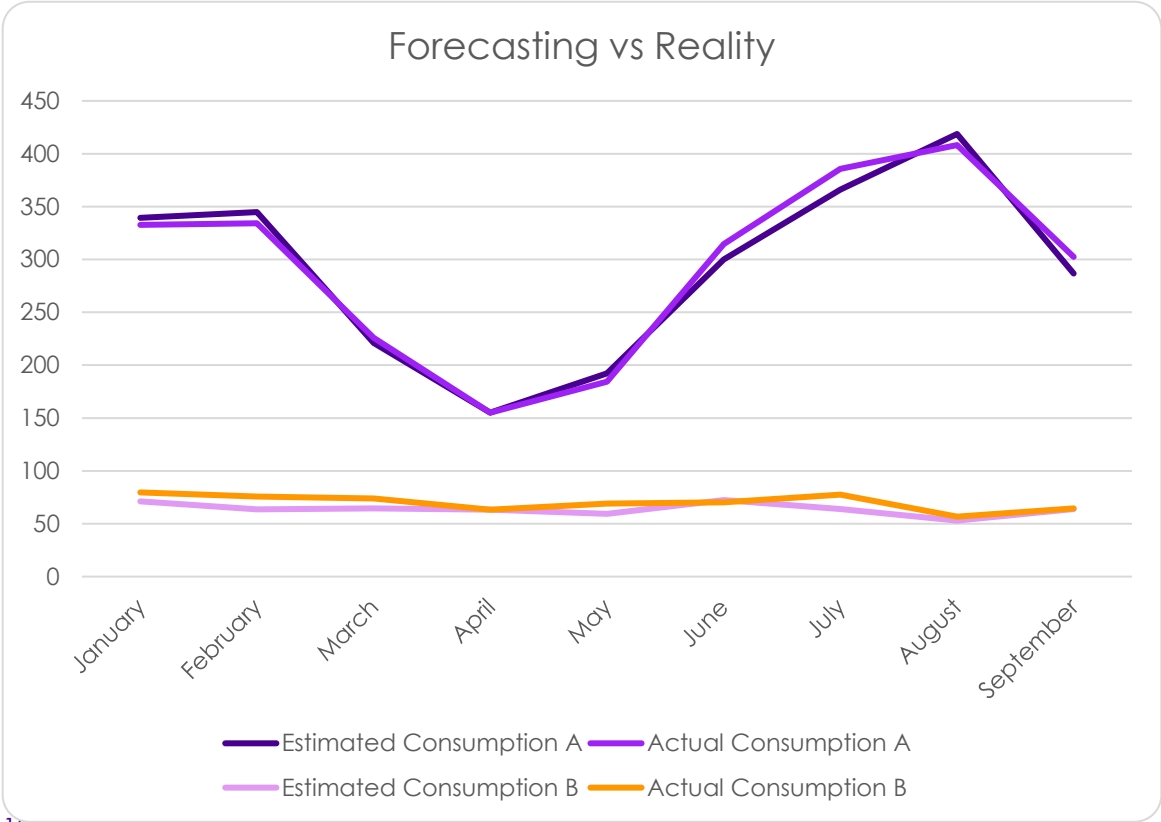
Layer 2

Analytics & Insight

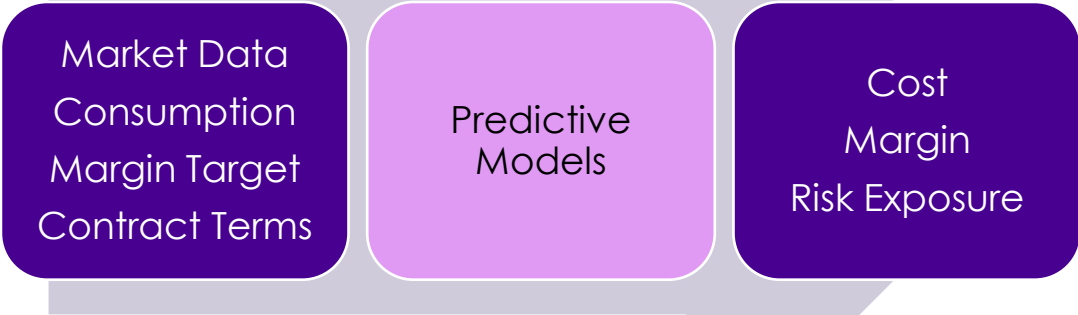


Layer 2

Forecasting & Offer Simulation

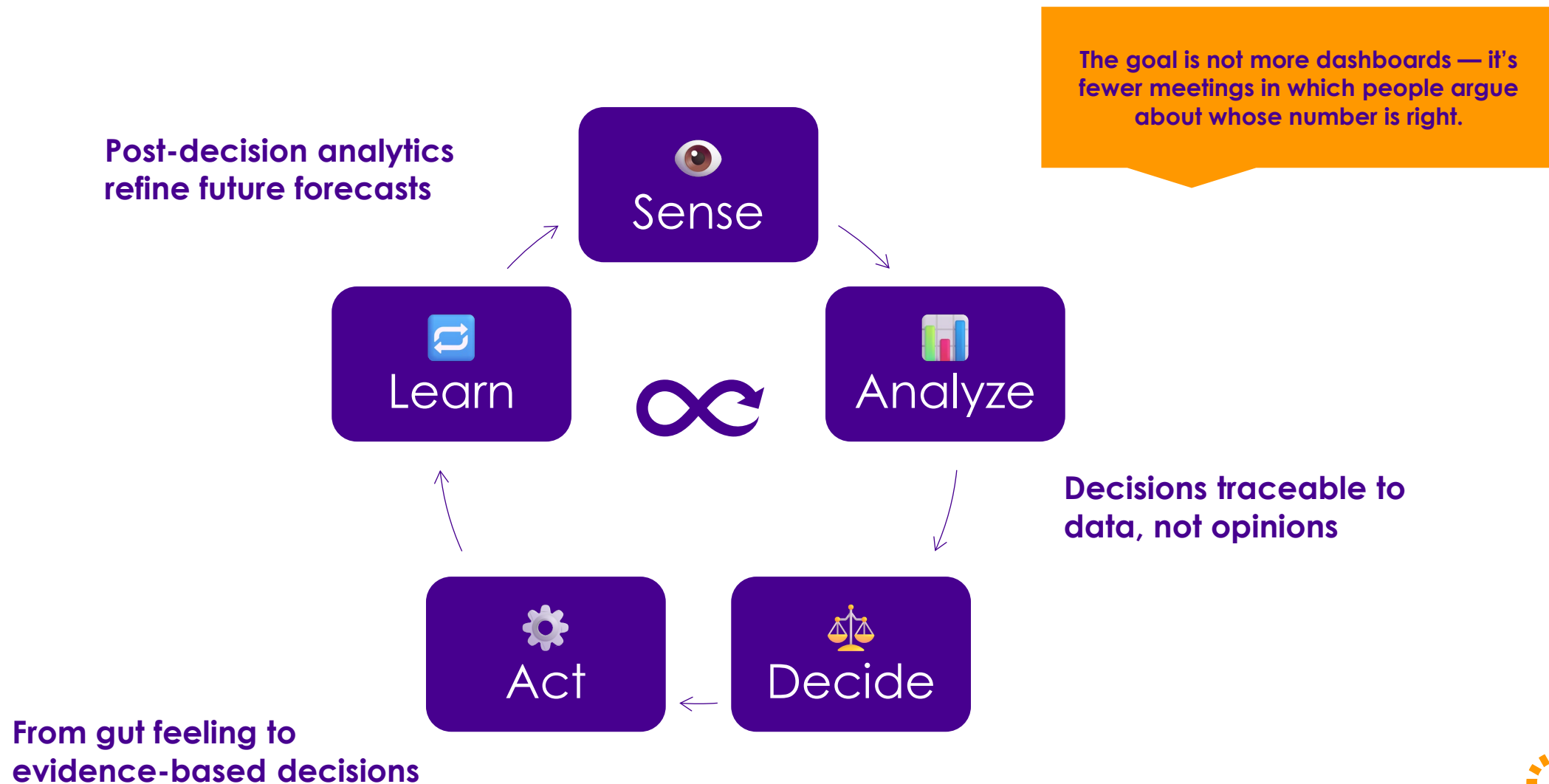


Every offer is a hypothesis — data helps you test it first.




Layer 3

Turning Insight into Action



Layer 4

People, Culture & Governance



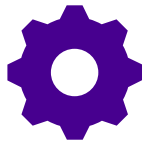
No AI strategy works without a human one.

Turning structure into culture

- Tools make data accessible.
- Skills make data understandable.
- Collaboration makes insight actionable.
- Trust makes progress sustainable.



Summary



Operational Excellence

Efficiency powered by data, automation and focus



Cross-team Alignment

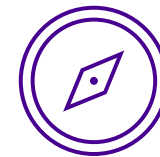
Shared visibility, aligned metrics, fewer silos

The real impact of data is when it changes how people decide.



Smarter Decisions

Faster, evidence-based choices that align with business goals



Trust & Resilience

Transparency and adaptability that sustain trust



Closing Reflection

Intelligence is not what AI gives us – it's what WE do with it.

Stavros Manolopoulos

Data Analytics & Operations Manager
Protergia



Thank you

protergia