



Powering growth with scalable IoT

 software^{AG}

 GreenFlex

From strategy to action, for over 12 years GreenFlex has been supporting companies and territories in all their sustainable development, decarbonization and energy efficiency issues.

GreenFlex has developed a unique multi-expertise model structured around three services: environmental and societal consulting, implementation of energy and low-carbon performance projects, and financing of the transition. Their success relies in large part on a digital platform for managing action plans, GreenFlexIQ.

Thanks to this model, GreenFlex is accelerating the transformation of 750 clients and is committed to creating economic, environmental and social value with each of them.



Challenges

- Deploy a sustainable and robust IoT technology to support business growth
- Monitor and control devices at customer sites in a safe, reliable way
- Integrate devices across a range of communications protocols
- Gather and act on data to hit efficiency targets



Outcomes

- Accelerate business growth and range of customer services offered
- Monitor and control devices at hundreds of customer sites
- Easily connect new devices from field operations
- Expand the range of devices that can be connected
- Connect 3rd-party providers on the cloud



Solution

The Cumulocity IoT platform provides GreenFlex with a robust, high-performance solution to manage thousands of devices across customer sites. Implementation is fast and simple, helping GreenFlex save costs and accelerate growth of its energy efficiency services.

“ Collaboration with Software AG has been an important part of our success. With Cumulocity IoT, we can move faster and operate with more stability, so we meet our customers’ growing needs and enhance our ability to deliver energy efficiency.

Building an economy that creates and preserves

GreenFlex helps companies and territories accelerate their sustainable development, decarbonization and energy efficiency initiatives. To bring energy and low-carbon performance projects to life, GreenFlex designs and implements practical solutions that reduce its clients' energy usage while improving performance. The company's strategy integrates distributed [Industrial IoT sensors](#) to measure and control energy equipment.

GreenFlexIQ, the company's digital platform for managing action plans, is a critical element of its success. With capabilities spanning analytics, remote monitoring, and control, GreenFlexIQ helps projects meet efficiency targets and save costs.

Previously, GreenFlex had built IoT capabilities into GreenFlexIQ to help it monitor and manage customer sites remotely. But quickly, "we realized we needed a new platform to support our ambitions," said Arnaud Dejean, IoT Technical Director at GreenFlex. "First, we needed a platform for scalability to [connect more devices](#) for production management, second, we wanted to make it easier for the operations team to set up and [manage devices](#) in the field more easily."

Reliable, remote services through IoT

As GreenFlex looked for a new [Internet of Things \(IoT\)](#) solution, it prioritized partners that offered reliability and scalability out of the box. "Our main focus was finding a solution to make data acquisition low-cost and efficient across many customers," said Arnaud Dejean. "At this point in our search, we had already gained experience with two IoT platforms: one developed internally, the second based on a commercial solution."

To make the best decision, the company built a list of criteria it wanted to meet:

- Modular, to connect with a wide range of existing environments and technologies
- Agile, to support the ability to pilot new approaches and navigate changing market conditions
- Scalable, for strong growth in current and future markets
- Multicountry, to expand into multiple energy markets
- Multifunction, to enable new technologies and business models.

Ultimately, GreenFlex identified [Software AG's Cumulocity IoT Platform](#) as the optimal solution.

GreenFlex appreciated Software AG's ability to listen to its needs, and to adapt the proposal and contract accordingly. With pricing simplicity, GreenFlex felt confident that it could grow its solution without incurring unexpected costs. And a 6-month calibration period, to establish specific service-level agreements, helped ease the transition after implementation.

Developers also loved Cumulocity IoT—they found start-up was easy and administration simple. Streamlined device management and integration is especially valuable because GreenFlex is actively adding new projects, onboarding new teams, and updating client devices as projects evolve.

"For us, scalability is more about the range of connections we can add quickly, across different device and communication types, rather than just the number of IoT devices," said Dejean.

With less training and development required, faster deployment, and simpler migration of existing devices, GreenFlex concluded that the total cost of ownership of Cumulocity would be lower than any other path forward.

Creating a low-carbon future, together

While Cumulocity IoT was a strong contender out of the box, Software AG offered training and customization that made it an overwhelming favorite.

Software AG Professional Services team helped GreenFlex get the most value from the IoT platform quickly, and become self-sufficient. Developer training covered the company's range of use cases and helped them implement solutions for the types of devices, connectivity, and remote monitoring and interventions that mattered most to GreenFlex customers.

GreenFlex field teams also received all the training they needed to operate in the field, setting up and modifying client projects efficiently. "Cumulocity helps us easily make dashboards for our client teams, and lets them operate independently," said Dejean. "It would have been far more complicated to build these capabilities ourselves."

Customization from [Software AG Professional Services](#) makes the platform even more valuable by covering new use cases. Software AG helped integrate a new sensor type important to GreenFlex, collaborating on an [open source](#) project available to the wider IoT community. And collaboration on custom bulk operations helped GreenFlex reach over 1,000 operations per second. As a testament to the close relationship, Software AG manages the solution for GreenFlex—a step that improves performance and maintains the high level of trust GreenFlex places in its partner.

Now that GreenFlex can connect a wide range of customer devices across thousands of sites, Cumulocity IoT is becoming a key part of the GreenFlexIQ product. With a stable, reliable connection, the company can track site performance in real time, take action remotely, and combine real time with historic data in new ways.

"We're making strategic investments in new client-facing services, including for large customers with a wide range of needs, that simply wouldn't be possible without the platform," said Sébastien Trédan, Chief Technical and Data Officer, GreenFlex. Cumulocity also helps GreenFlex make the most of historic data as part of its Big Data initiatives. "Cumulocity is a key component of our strategy to internalize and validate the data we've gathered over the last decade," said Sébastien Trédan.

Cumulocity IoT, and the ongoing collaboration between Software AG, helps GreenFlex better meet customer needs and fulfill their mission to bring sustainable development, decarbonization, and energy efficiency projects to life.



Take the next step

To learn more, contact your Software AG representative or email us at: customer_marketing@SoftwareAG.com.

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