

# Realising the potential of distributed energy:

Centrica  
Business Solutions

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# The requirement

To build and execute a comprehensive market story to support centrica business solutions' ambitious growth objectives



We needed to:

- Create a compelling and comprehensive market story for Centrica Business Solutions: a new distributed energy business. This narrative needed to communicate the strengths of Centrica Business Solutions' end-to-end portfolio of energy solutions
- Develop a broad range of content assets, sales enablement tools and vertical propositions to help tell this story
- Align these elements together in support of Centrica Business Solutions' go-to-market strategy; clearly stating the implications of distributed energy technologies for business, and what businesses needed to do to take advantage of its transformative potential

## Some background on Centrica Business Solutions

Centrica Business Solutions is a new business within Centrica plc, a global energy and services company. Centrica Business Solutions was established to help businesses take advantage of the changing energy landscape and realise the potential of distributed energy technologies to improve operational efficiency, increase resilience and build a more sustainable future.

The company delivers innovative, end-to-end energy solutions to customers across a number of markets, including the UK, US and Europe.



# Our solution

## Building the foundation

OneGTM were part of a multi-agency team formed to support the launch of the new business – including the likes of IBM and Manasian. Our primary areas of responsibility were to build a comprehensive market story by developing a range of content assets, sales enablement tools and market-focused propositions. The initial phase of work involved external research and an internal audit of Centrica Business Solutions' products and services to identify strengths, weaknesses, differentiators and complementary features.

## Developing the story

The next part of our solution involved defining the story and developing the full messaging platform – building on the core brand identity work by Manasian. It was vital during this stage to create alignment across stakeholders, so we ran a number of workshops to capture input, generate ideas and secure buy-in from relevant stakeholder groups. The key deliverable of this was a proposition framework which would enable Centrica Business Solutions to communicate the value of their end-to-end portfolio clearly and effectively.

Our final, multi-level messaging platform was built out from three core needs-based propositions: Powering Performance, Powering Resilience and Powering the Future. It was designed to support the development of a range of marketing and sales assets, and included proof points, examples and product-level information that could be used to substantiate the key messages.

# What we did

## Creating the core toolkit

Based on our proposition framework and the core messaging agreed, we then helped to develop a broad range of tools to support Centrica Business Solutions' market launch and growth initiatives. This included:

- Content for the new website
- Proposition brochures
- Sales presentations
- Sales enablement materials



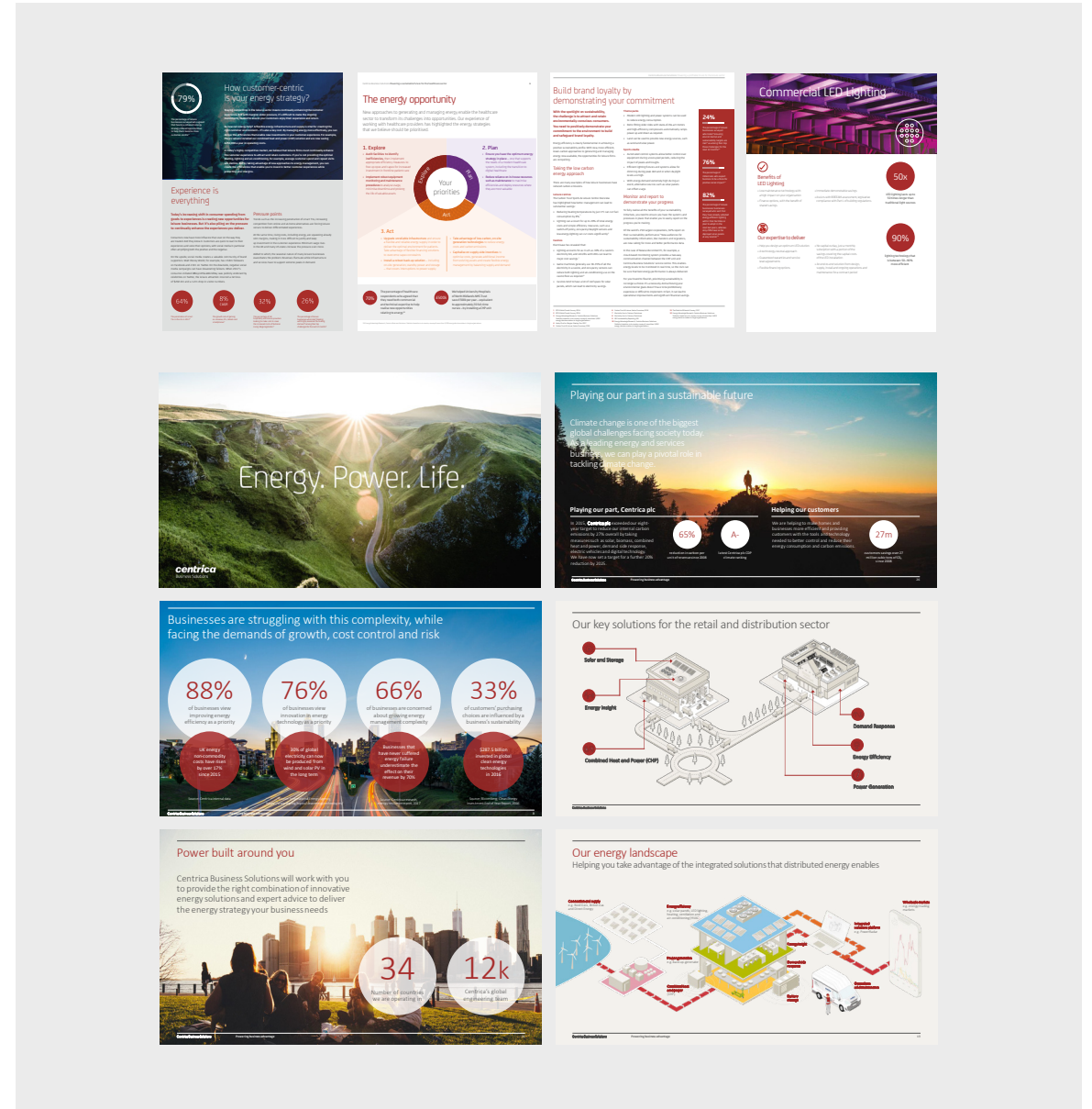
# What we did

## Vertical go-to-market

After a successful launch of the Centrica Business Solutions brand into the market, we moved into Phase 4, which focused on accelerating business growth by building a more targeted approach for a number of key vertical markets. These included Leisure, Healthcare, Manufacturing and Retail.

We began by carrying out research into each vertical to understand the key market trends, business drivers and energy-related challenges specific to each vertical. Based on this insight, we developed a story for each sector, including a clear point of view about the potential for distributed energy to help customers address their main business challenges. Based on this clear and discrete point of view messaging, we developed a comprehensive go-to-market toolkit for each vertical. This was comprised of:

- Viewpoint papers
- Sales decks
- Brochures
- Web pages
- Blogs
- Proposal content
- Sales enablement tools



# Our results

## Winning big despite small client teams and budgets

The Centrica Business Solutions brand was successfully launched to the market in late-2018 and rolled out across nine international markets.

OneGTM's work on the messaging and the tools that we created based on this played a vital role in establishing a strong and distinctive position for the company in its key markets – as well as enabling the sales teams to communicate a clear and compelling story to both customers and prospects alike.

The business has experienced rapid growth over its first 12 months, helped by a number of successful demand generation campaigns.

One UK campaign based on the Powering Resilience proposition generated more than 22 Marketing Qualified Leads – with a total value of £2.2 million.

The roll-out of the vertical go-to-market programmes continues. To date, five verticals have been launched across the UK, US and Italy.

## What our client said...



OneGTM have played an important role throughout the process of planning, launching and growing Centrica Business Solutions – from helping us initially develop a distinctive market story, through to building targeted vertical propositions, creating high quality content assets and delivering tools to enable our sales channels. Their support has been first-class throughout.

**Simon Farr, Head of Marketing,  
Centrica Business Solutions**

# If you like what you've just seen...

**Let's talk**

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