



CASE STUDY

# HELPING CENTRICA BUSINESS SOLUTIONS

REALISE THE POTENTIAL  
OF DISTRIBUTED ENERGY



020 3693 1211

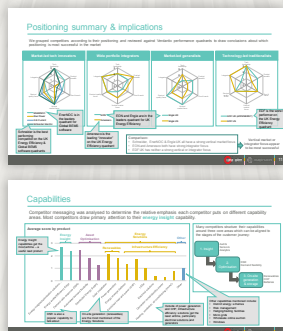
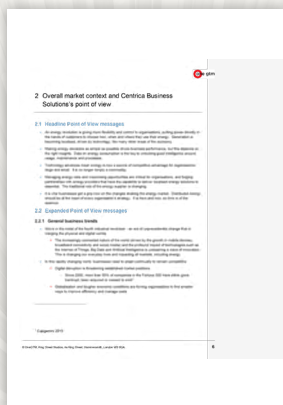


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The goal – to build and execute a comprehensive market story to support Centrica Business Solutions' ambitious growth objectives



## Proposition Development



## KEY POINTS

- Centrica Business Solutions is a new distributed energy business that needed a clear and compelling story to support its go-to-market strategy.
- We built a comprehensive market story and developed a broad range of content assets, sales enablement tools and vertical propositions.
- This has helped the business achieve rapid growth over the first 18 months after launch.

## THE CLIENT

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 Italy.

## THE REQUIREMENT

We started working with Centrica Business Solutions in early-2017, well in advance of the new brand being launched to the market.

The new business had been built by bringing together several acquired companies along with a number of innovative solutions that had been developed within the Centrica Group. Each of the products and services within the Centrica Business Solutions portfolio had their own individual proposition, but as a newly-formed business the company lacked a compelling, overarching message that would enable it to build a strong market position for the new brand.

The company recognised that, if it was to be successful in meeting its ambitious growth targets, then it needed to go to market with a clear and comprehensive story, which would enable it to:

- Set out a clear point of view about the implications of distributed energy technologies for businesses, and what they needed to do to take advantage of its transformative potential.
- Communicate how Centrica Business Solutions' end-to-end portfolio of energy solutions could help enterprises address some of their key business challenges, as well as meeting their energy needs.
- Explain how the various individual products and services within the portfolio combined to deliver business value.

As well as creating the story, it would also be essential to ensure that Centrica Business Solutions' sales channels were equipped with the right tools and the right knowledge to enable them to communicate that story to customers.



## THE PROJECT

OneGTM were part of a multi-agency team formed to support the launch of the new business, which included Manasian (brand identity and positioning), IBM (website and digital platforms), Earnest (creative and campaign development) and Context Consulting (customer research). We worked collaboratively with the other agencies across a number of interdependent workstreams.

Our primary areas of responsibility were to build a comprehensive market story for Centrica Business Solutions, by developing a range of content assets, sales enablement tools and market-focused propositions.

The project was delivered through a number of phases over an 18+ month period:

### Phase 1 – Building the foundation

The initial phase was focused on establishing a solid foundation to ensure we developed a distinctive and relevant story. This involved external research to build an in-depth view of the market, customer and competitor landscapes, and an internal audit of Centrica Business Solutions' products and services to identify strengths and weaknesses, differentiators and complementary features.

### Phase 2 – Developing the story

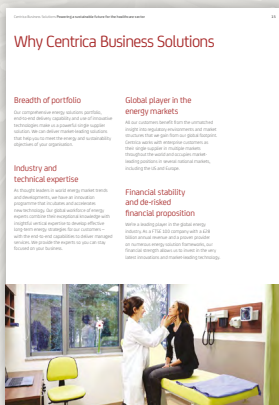
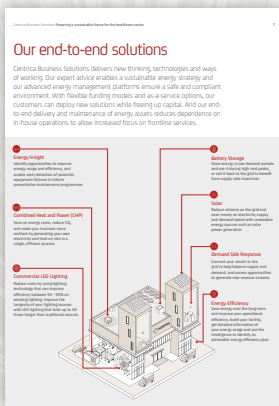
- The second phase was focused on defining the story and developing the full messaging platform, building on the core brand identity work. Building alignment across stakeholders was vital during this phase, so we ran a number of workshops to capture input, generate ideas and secure buy-in from relevant stakeholder groups.
- A key deliverable was to define a proposition framework which would enable Centrica Business Solutions to clearly and effectively communicate the value of its end-to-end portfolio. We initially developed a range of options, which were evaluated and then refined down to three core needs-based propositions: Powering Performance, Powering Resilience and Powering the Future.
- Alongside the propositions we also developed a broader market story, which helped establish the relevance of the propositions by providing a distinctive perspective on the future of the energy market and the implications for customers.
- With the core messages agreed we then built out a detailed, multi-level messaging platform, which set out the end-to-end Centrica Business Solutions story. This 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.

### Phase 3 – Creating the core toolkit

- With the messaging agreed we then helped to develop a broad range of tools to support Centrica Business Solutions' market launch and growth initiatives, including content for the new website, proposition brochures, sales presentations and other sales enablement materials.

### Phase 4 – Vertical go-to-market

- Following the successful launch of the Centrica Business Solutions brand into the market, Phase 4 focused on accelerating growth by building a more targeted approach for a number of key vertical markets, including Leisure, Healthcare, Manufacturing and Retail.
- We initially carried out research into each vertical to understand the key market trends, business drivers and energy-related challenges. Based on this insight we developed a story for the sector, including a clear point of view about the potential for distributed energy to help customers address their main business challenges.
- Underpinned by the point of view messaging, we developed a comprehensive go-to-market toolkit for each vertical, comprising viewpoint papers, sales decks, brochures, web pages, blogs, proposal content and sales enablement tools.



## Sector Brochures

## THE RESULTS

The Centrica Business Solutions brand was successfully launched to the market in late-2018 and rolled out across nine international markets. The messaging and the tools we created have played an important 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, unified story to customers and prospects.

The business has experienced rapid growth over its first 12 months, helped by a number of successful demand generation campaigns. For example, one UK campaign based on the Powering Resilience proposition generated more than 22 Marketing Qualified Leads with a total value of £2.2m.

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

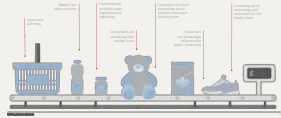
## WHAT THE CLIENT SAID

“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

### Powering a profitable future for the retail and distribution sector

The retail and distribution market is dynamic and rapidly changing



There are three key areas where energy can support the strategic objectives of retailers and distributors



### Powering the UK healthcare market

The healthcare sector is facing intense pressures



Leading to unique energy challenges



## Sector Sales Decks

Get in touch to find out how OneGTM can help your business:

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