



Bachelor thesis

## **How revenue streams of utility companies change and what role digitization plays**

The megatrend digitization is one of the main drivers of technological and economic development of our time and has a profound impact on social and political processes. The introduction and use of digital technologies have far-reaching implications for existing business processes and structures, in particular for new business models and access to customers. Prominent examples of how digitization has already turned a large number of industries upside down are the publishing, music and retail industries. This trend is currently also affecting the financial industry ("Fintech") and the mobility industry ("Uber", "FreeNow" etc.) and is resulting in radical changes in the underlying economic conditions.

Not all industries are affected to the same extent by the pressure of digitization. But one thing is certain: In order to remain economically successful in the long term, all players involved must address the individual significance of the digital transformation. The Utility industry is not excluded from this development. Leading Utility companies have seen this development as an opportunity and invested in new products and solutions at an early stage in order to counteract challenges in their core business such as declining sales due to falling electricity prices. Utility players such as innogy, Alpiq and Engie stand for both creative and attractive digital offerings. But have the new products really paid off?

The work is intended to carry out a structured research of scientific, but also practice-oriented sources to analyze changes in the revenue streams of energy companies between 2010 and 2019. Moreover, it needs to be analyzed whether digital (enabled) products and services played a significant role - both in terms of company investments and in terms of realized revenues. Beside of looking at past and current developments, an outlook on the future should be given. The BA can be submitted either in German or English.

## **Literature**

Autorenteam von PricewatersCoopers: Regulierung in der deutschen Energiewirtschaft. Band II: Strommarkt. Freiburg, München, Stuttgart 2017

Bundesverband der Energie- und Wasserwirtschaft e.V., Die Digitale Energiewirtschaft: Agenda für Unternehmen und Politik, Mai 2016.

Christian Growitsch et.al.: Die Energiewirtschaft im Wandel – Herausforderungen und Strategien der Energieversorgungsunternehmen et 2015

Carsten Hentrich/Michael Pachmejer, d.quarks – Der Weg zum digitalen Unternehmen, Murmann Verlag, Hamburg, 2016

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