

COPEL Distribution is the wholly-owned subsidiary of Copel Corporation. It supplies power, with high standards of service, to nearly three million end customers in Brazil. In 2001, COPEL was for the second time chosen by ABRADEE (The Brazilian Association of Power Distribution Utilities) as the Best Power Distribution Utility in the country.



COPEL achieves better customer orientation with QPR ProcessGuide



Brazil's Copel identified the business challenge of understanding customer needs and getting a view to the whole process in a traditional, functionally oriented organization. Now, since June 2002, they have established a new relationship between IT and business processes where technology really adds value to business. QPR ProcessGuide is being used as a chosen software tool to support the objective of getting to know the customer better.

Using Technology to Achieve Process Efficiency and Customer Orientation

"In traditional, functionally oriented organizations it is easy to lose view of the complete process and customers' requirements", says Roberto Rathunde, Head of Information Technology at Copel. "Now we are getting the capability to analyse more deeply customer needs, and improve the relationship with our customers" he continues. This shift towards better customer orientation was seen as the key underlying business challenge in Copel's process management initiative. In addition to improved customer satisfaction, concrete results in the form of better productivity, time and cost savings are realized.

Real Added Value to the Business Processes

The objectives of this initiative are achieved by establishing a new relationship between IT and business processes. According to Willian Lopes de Oliveira, Software Quality Manager, Copel makes always sure that IT adds real value to the business processes of the company. All IT solutions are also carefully evaluated in terms of quality and how they support the business.

The process work was started in June 2002 by using ProcessGuide to map the as-is processes in one pilot process which was invoicing. QPR's Brazilian partner Way Amadeus consulted Copel in the process work. As a framework to map the processes, Copel used COBIT (Control Objectives for Information and Related Technology) which is an IT Governance tool that helps in understanding and managing the risks associated with Information and related Technology. Next step is to continue the work in other processes and start improving the processes during 2003. Copel is also planning to create a closer linkage between business processes and IT application development.



The whole ProcessGuide team in sunny Brazil. From left: consultants Bernard Spring and Joni Soares from Way Amadeus, Sonia Machado, Project sponsor Roberto Rathunde, Silvia Nemetz Kohler, Deise de Souza, QPR's Regional Manager Juha Lehtola and Copel's team leader William Lopes de Oliveira.

QPR's approach best suited to support the implementation

During the pilot, Copel realized that ProcessGuide was a tool suitable to their needs. Also other software solutions were evaluated but ProcessGuide was chosen in November 2002. "We really like the approach that ProcessGuide offers. The graphical presentation is good, features are powerful and the web interface is excellent", says Willian Lopes de Oliveira. Copel has currently three main users modelling the processes. According to Silvia Nemetz Kohler, one of the main users, the tool is very easy to learn and use. With the training provided by Way Amadeus, all users were able to start effectively using ProcessGuide from the beginning.