

## Aboitiz

**Fiorano ESB enables Aboitiz Power to streamline power distribution and introduce mobile services for its customers**

### Customer Profile

Aboitiz Power, a leader in the power industry with revenues exceeding P85 billion, is a publicly listed company in the Philippines. The group harnesses power from a right-mix portfolio of renewable (hydro, geothermal and solar) and non-renewable (coal and oil) sources through its 42 generation facilities across the country. It is currently one of the largest electricity distributors in the Philippines with ownership interests in seven distribution utilities including Visayan Electric Company, Inc. (VECO) the second largest electric utility in the Philippines and Davao Light and Power the third largest in Philippines.

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*"Fiorano provides a highly scalable integration platform enabling us to standardize and service-enable all applications built on different technologies. Fiorano ESB is now part of our core infrastructure serving multiple applications."*

**Mr. Aladino B. Borja Jr.,**  
**Assistant Vice President - APC,**  
**Distribution Information Services at Aboitiz Power Corporation**



## Business Challenge

Aboitiz Power is a vertically integrated company engaged in power generation, distribution and retail electricity services,

serving more than 800,000 customers in Philippines. In order to effectively serve such a large customer base, they have maintained a very well defined and distributed IT landscape that spans applications and databases for specific business functions like work assignments, billing, customer care, support and more. The IT team itself is segregated to manage the distributed systems.

A large part of regular job of the IT team at the distribution utilities such as Visayan and Davao was to maintain the data consistency across the IT landscape. Not only was this job resource intensive, but also time consuming and repetitive in nature. Moreover, the constant querying of databases also decreased the overall performance of the systems.

To make the organization more agile to respond to current and future needs Aboitiz had ambitious plans to introduce new initiatives like mobile based applications for increasing customer satisfaction and improving productivity. Consumers could then use these applications for viewing and paying bills, lodging complaints, or filing a new service request. Aboitiz staff could effectively provide services to consumers. It became clear to Aboitiz that to leverage the benefits of mobile based digital applications, they would require enterprise-grade middleware.

## Solution

The ideal solution that Aboitiz was looking for was middleware that would allow:

- Real-time database synchronization among multiple internal applications
- Easy intra-application data transfer with minimum coding efforts
- Service enablement of specific modules of their business applications
- Effective change management within the organization

After a careful examination of various integration products in the market, Aboitiz Power Corporation chose Fiorano ESB to serve as the middleware due to its innovative microservice-centric architecture that enabled rapid deployment and dramatically improved productivity of existing resources. With Fiorano's efficient mapping tools and ESB infrastructure, the time taken to deliver new services was significantly reduced, resulting in a notable increase in customer satisfaction. Soon after the selection, Aboitiz started deploying its applications on the Fiorano Platform.

Fiorano consultants designed the first project implementation in 2 different phases:

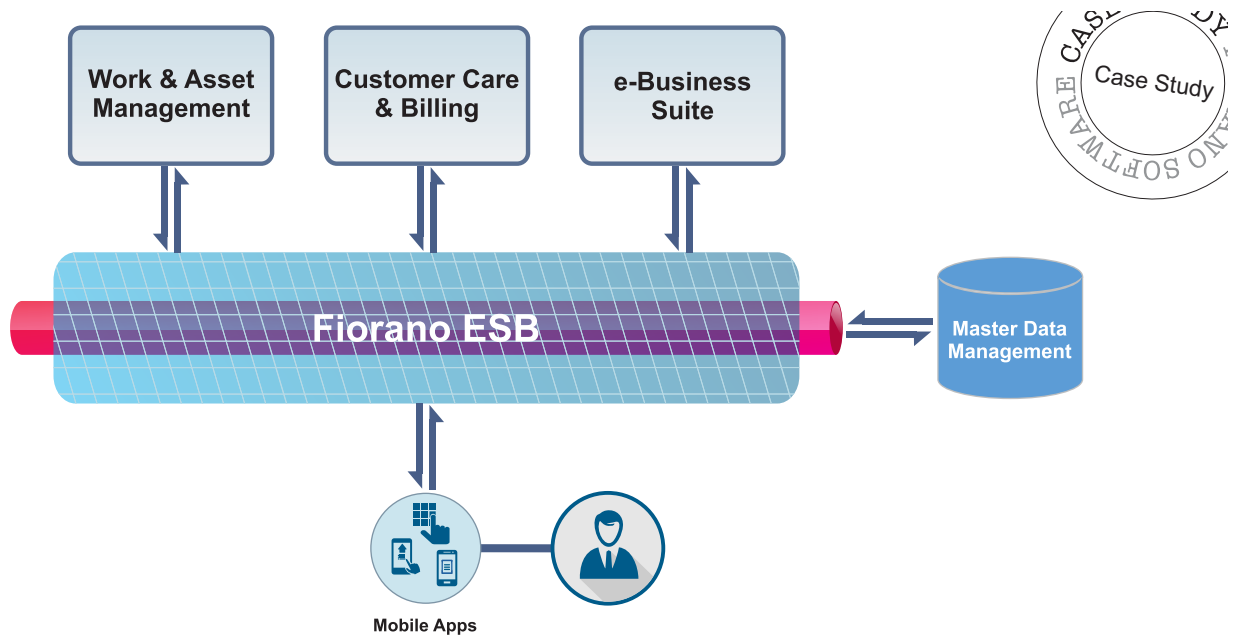
### 1) Seamless integration among enterprise apps

The first phase of implementation comprised of integrating core enterprise applications like ERP (e-Business Suite), WAM (work and asset management) and CCB (Customer care and billing). ERP contains the information on accounts, inventory management, sales orders and human resources. WAM contains the records of the working staff and materials used for service jobs. These service jobs are generated in the system through CCB which takes care of customer interaction and management.

For smooth business operations, it was imperative that all 3 systems work in co-ordination and have synchronized data from the MDM (master data management).

Database synchronization flows were developed on Fiorano e-Studio via a drag and drop visual interface. Pre-built database adapters, which can connect to any JDBC compliant database, reduced the burden of manual coding.

With the resulting development, the databases of these 3 applications are now synchronized with real-time information added/updated/queried multiple times a day.



Seamless Integration of Enterprise apps at Aboitiz

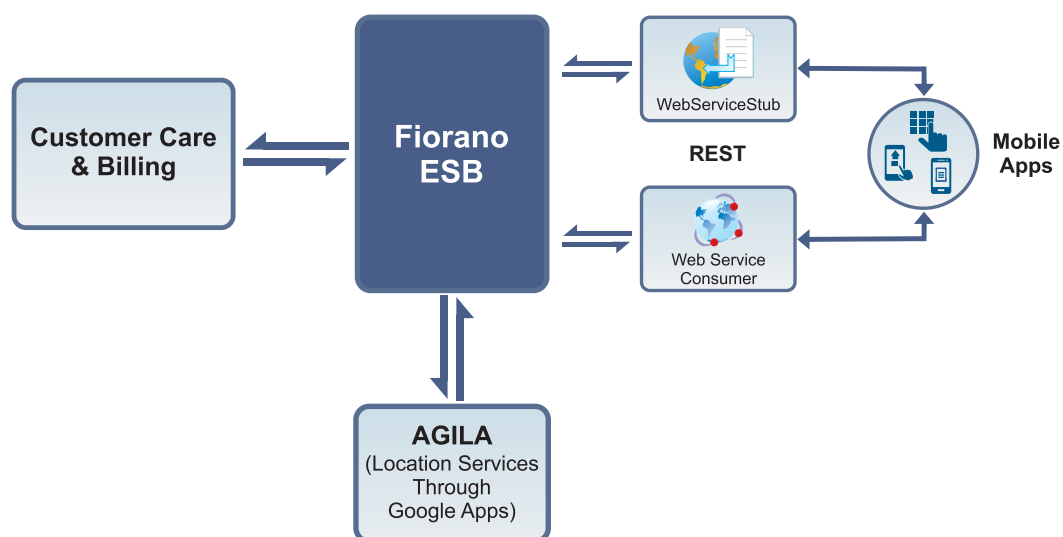
## 2) Service enablement through REST based APIs

The second phase of implementation involved digitization through mobile applications. Aboitiz wanted to provide mobile based services to its customers. Through the applications the customers could log and track complaints, pay and view bills, and check their power consumption.

Instead of creating a new backend application server for the mobile applications, Aboitiz's IT team used the Fiorano

platform to expose REST-based web services. These services are consumed by the mobile applications created for increasing customer engagement.

The applications also include a location based service from Google APIs which directs the employees of Aboitiz to locate the origin of a complaint. This feature has drastically reduced the time to provide maintenance services as agents get real-time information while on the move.



Service Enablement for mobile applications



The Fiorano Integration platform provides several powerful features that make business process automation simple and quick.

**Database Synchronization** - Pre-built database adapters establish data consistency between distributed databases and the MDM implementation of Aboitiz. The data is replicated and updated in real-time as they are connected by a message broker, ensuring zero data loss during the synchronization process.

**Exposing Web Services** - Fiorano's WS Stub component can easily expose core application services as web services. Existing WSDLs are used to develop Web Services which is the simplest way to integrate with External systems (such as mobile apps in the case of Aboitiz)

**Accelerated Development and Deployment** - Fiorano studio provides the IT team at Aboitiz with visual tools for orchestrating and creating the event processes, obviating requirement for coding/development.

**Agility and Reliability** - Aboitiz can now easily change/update any service or workflow without any negative impact on the overall system. The underlying

messaging broker guarantees message delivery and provides message interception capabilities (ability to alter the processes during runtime.)

## Results

**Increased Data Availability** - Real-time updates in distributed databases across the IT landscape of Aboitiz make information readily available to all stakeholders. Complaints are now resolved quickly as the company's staff has access to all necessary information on the go, including the location.

**Reduced Maintenance Costs** - Aboitiz had separate teams maintaining individual systems and the integrations between these systems. With Fiorano in place, different teams now have a unified view of their entire IT architecture. Increased co-ordination among the teams has made several previous intermediate steps redundant reduced maintenance costs and accelerated time to market.

**Increased Customer Satisfaction** - With the quick launch of mobile services for its customers, Aboitiz witnessed new levels of customer satisfaction scores leading to a quick Return on Investment and expansion of multiple revenue streams.

## ABOUT FIORANO SOFTWARE

Founded in 1995, Silicon Valley based Fiorano is a USA (California) Corporation, a trusted provider of Digital Business Backplane and enterprise integration middleware, high performance messaging and peer-to-peer distributed systems. Fiorano powers real time, digital enterprises with bimodal integration and API Management strategy that leverages the best of systematic (centralized, high-control) and adaptive (federated, high-speed) approaches to deliver solutions across cloud, on-premise and hybrid environments. Fiorano operates through its worldwide offices and a global network of technology partners and value-added resellers.

Global leaders including AT&T Wireless, Boeing, British Telecom, Federal Bank, L'Oréal, McKesson, NASA, POSCO, Rabobank, Royal Bank of Scotland, Schlumberger, US Coast Guard and Vodafone have deployed Fiorano to drive innovation through open, standards-based, event-driven real-time solutions yielding unprecedented productivity.

To find out more about how Fiorano can help you meet your enterprise integration objectives, visit [www.fiorano.com](http://www.fiorano.com) or e-mail [sales@fiorano.com](mailto:sales@fiorano.com)

[www.fiorano.com](http://www.fiorano.com)

**AMERICAS**  
Fiorano Software, Inc.  
230 California Avenue, Suite 103,  
Palo Alto, CA 94306 USA  
Tel: +1 650 326 1136  
Fax: +1 646 607 5875  
Toll-Free: +1 800 663 3621  
Email: [info@fiorano.com](mailto:info@fiorano.com)

**EMEA**  
Fiorano Software Ltd  
3000 Hillwood Drive  
Hillwood Business Park  
Chertsey Surrey KT16 0RS UK  
Tel: +44 (0) 1932 895005  
Fax: +44 (0) 1932 325413  
Email: [info\\_uk@fiorano.com](mailto:info_uk@fiorano.com)

**APAC**  
Fiorano Software Pte. Ltd.  
Level 42, Suntec Tower Three  
8 Temasek Boulevard  
038988 Singapore  
Tel: +65 6829 2234  
Fax: +65 6826 4015  
Email: [info\\_asia@fiorano.com](mailto:info_asia@fiorano.com)

