

# pododo SUCCESS STORY

- Podo has opted for solutions that allow it to help consumers manage their consumption like never before.
- PUE collaborated by providing technological solutions that allow it to meet production times and developing projects that break the mold in favor of business.



## About Podo

Podo is a renewable energy and gas marketing company that offers its services to households and SMEs. Its arrival in 2016 caused a revolution in the electricity sector, thanks to its technological implementation that has given absolute control to the consumer.

## The challenge

To achieve this goal, Podo needed the agility and flexibility of a technological partner like PUE. From the moment this collaboration was forged, the two companies began several developments that are now helping consumers manage their consumption like never before.

One of the challenges that allowed Podo to become a success story was the way in which it managed a large number of customers throughout their lifecycle through a scalable platform with very few resources. Additionally, the way in which this marketing company profiles the offers for each consumer is by creating clusters, which allow it to give customers a personalized offer for electricity; after calculating the household's historical consumption over the last 24 months, and also following the region's meteorological situation, using an algorithm.

## The solution

PUE's experience in projects with agile and DevOps methodologies offered Podo the possibility of meeting short production times and, above all, continuing to innovate and develop together with PUE.

To meet the challenges, PUE and Podo designed a Big Data architecture based on Cloudera, deployed on the Google Cloud infrastructure and integrated only with Salesforce. These platforms provided for different use cases, such as:

### Applied technologies

- Big Data Platform with Cloudera + Spark, HBase, SOLR, Redis, MariaDB, Node, Angular, Impala.
- Microservices based on Kubernetes containers that allow auto-scaling.
- Google Cloud for the cloud infrastructure.
- OCR for digital recognition of bills to calculate the offer.

Consumption forecasting and tariff calculation

Computer Vision for invoices and promotions

Standardization of addresses and land registry of residences

Asynchronous calculation of offers

Podo and PUE continue to develop projects that allow them to break the mold in favor of business.

## PUE's services

- Development of solutions based on Cloudera.
- Google Cloud infrastructure and management.
- Auto-scalable architecture based on Google Cloud.
- Integration of Salesforce.
- Support, monitoring, and maintenance of all platforms and systems.

## Overall results

- 30 million users with personalized offers for each household according to consumption patterns.
- Registration process without human intervention.
- Consumption calculation and automated billing.
- 99.9% platform availability per year.
- Customer service for 50,000 recurring users on the website.

### BARCELONA HQ

Av. Diagonal, 98-100  
08019 Barcelona  
T. 93 206 02 49

### MADRID HQ

c/ Arregui y Aruej, 25-27  
28007 Madrid  
T. 91 162 06 69

### SERVICES

sales@pue.es

### TRAINING

training@pue.es

### CERTIFICATION

exams@pue.es

### PUE ACADEMY

pueacademy@pue.es