



NORDLYSENERGI

NordlysEnergi establishes successful retail energy business with Kinect in just 10 months

INDUSTRY

Energy supplier

LOCATION

Norway

CHALLENGE

NordlysEnergi sought assistance in entering the domestic energy market in Norway. They needed an expert in supply management to support their objective. The professional energy managers at Kinect Energy Group helped secure continuity of supply, direct access to the spot market, and balancing activities so NordlysEnergi could execute their business plan.

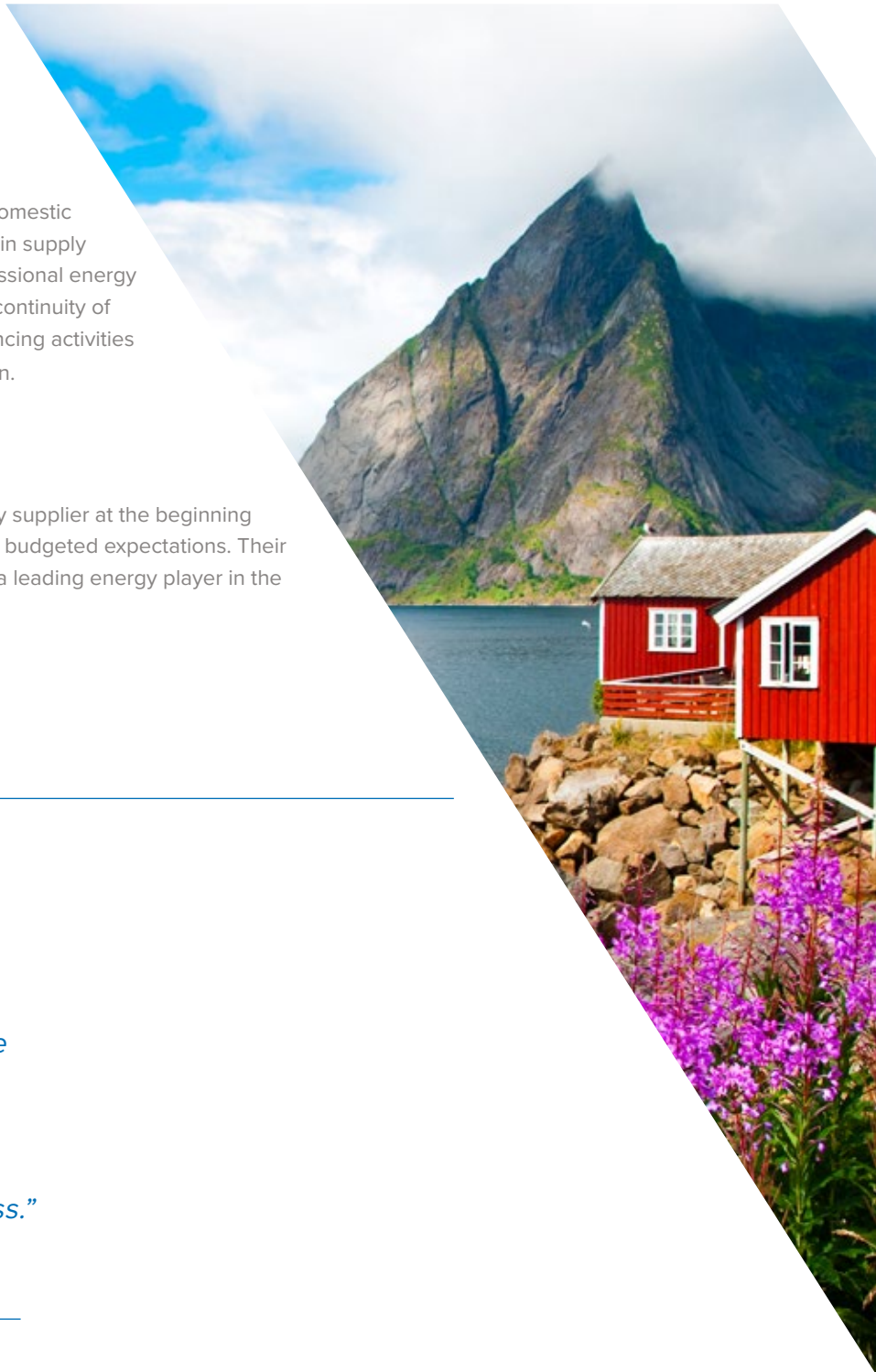
OVERVIEW

NordlysEnergi began trading as a domestic energy supplier at the beginning of 2018 but their business has already outstripped budgeted expectations. Their goal is to build on this strong platform to become a leading energy player in the Norwegian market.



“Kinect provided us the supply management services that have enabled us to grow our start-up business into a successful enterprise in just 10 months of trading. They have been able to move quickly and adapt, saving us time to allow us to concentrate on winning new business.”

Stefan Manov
Entrepreneur & CEO





SOLUTION

We partnered with NordlysEnergi to provide market access, balancing, and spot management services in a custom package tailored to their specific needs. Our objective was to deliver relevant access and market insights that allow them to make informed decisions and acquire new customers.



SUMMARY

The supply management services provided by Kinect have allowed NordlysEnergi to establish a profitable business with a substantial customer base in a very short time. The processes and systems that we developed were tailored to suit their dynamic and entrepreneurial business.