

Meet the Startups

With Oracle, this energy scaleup is going global

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Can a program designed for startups help companies take the next step and scale up? Turkish-based energy AI & IoT platform Reengen says the answer is yes. They joined Oracle for Startups specifically to scale up and grow the business internationally on a cloud platform that its founders believe will set them up for success.

"Oracle is a good match because our platform runs on the cloud, and Oracle has a very strong cloud offering," says Serdar Özbüber, Reengen's business development manager. The company shared the story of their product and [working with Oracle recently with CIO magazine](#).

Reengen vetted Oracle's cloud offering by first trying every other cloud out there. "We've tried them all," says founder Sahin Caglayan. "We don't consider Oracle a pure cloud provider, but more like a strategic partner."

Needed: actionable energy insights

Reengen's origins date back to Caglayan and his cofounders' MSc. thesis on energy efficiency. Sensors, they discovered, are everywhere in stores, factories, and commercial buildings, and many facilities employ SCADA systems. Caglayan realized that while the sensors and systems were generating enormous amounts of data, companies needed to automate data usage in order to make informed decisions quickly. There isn't enough time or engineering resources to study detailed energy usage patterns and turn the data into actionable intelligence for every facility.

In addition, facilities often have fragmented data and communications, and a lack of data-driven energy management. In order to target this challenge, Reengen digitizes energy management with IoT and AI. It provides state-of-the-art monitoring, analytics, reporting, and management software plus IoT solutions for a wide array of energy and sustainability applications across multiple industries.

▲ sensor-agnostic approach

A sensor-agnostic approach

Another roadblock to gaining a full view of energy usage is that many analysis systems require a specific hardware or sensor type. So Reengen designed a hardware-agnostic layer that gathers data from virtually any sensor or network in a facility, store, or commercial office.

Reengen's solution offers specific suggestions to help facility managers and energy services companies to achieve energy cost savings and sustainability goals. It could be as simple as calculating the time to start the heat or air conditioning before the store or office opens or as complex as pinpointing aging, energy-hungry light fixtures across multiple stores.

Huge savings in hidden places

Consider the work Reengen did for BNP Paribas. They analyzed energy usage at bank branches and selected ATM locations in Turkey and discovered that the ATM sites with high energy usage often had outdated exterior lighting. A change in lighting at one site reduced the site's energy consumption by 59%.

As a different success story in banking domain, Reengen successfully migrated its cloud-based digital energy management offering for Bank Audi Turkey, from another cloud provider to Oracle cloud recently. In addition to robust and secure cloud service offering, Reengen had an upsell in parallel to this transition with upgraded business modules as well as secured a longer contract.

Reengen now analyzes data and provides guidance to 8,000 facilities in ten countries with major retailers like Zara, the Gap, Marks and Spencer, and Banana Republic.

That's when they had outgrown the early startup stage and were looking to take the next step.

Impressive connections

Caglayan was aware of the support Oracle was providing to Turkish startups after meeting [Sinem Kaya, an Oracle for Startups ambassador](#) and Senior Manager of Strategic Initiatives. She walked Reengen through the process that Oracle uses connect eligible startups with Oracle customers and potentially [co-sell with Oracle](#).

"Oracle has access to the kinds of partners and channels that we are interested in. We could see the huge amount of support that Oracle provides," Caglayan says.

The [Oracle Analytics Cloud](#) was also a draw. "Oracle Analytics Cloud provides us with the strong [tools to do analysis](#) and data science."

Kaya is equally excited to see Reengen scale. "I met Reengen in 2019 when they already had solid global expansion plans besides their Turkey's expansion efforts. After taking a deep dive into their platform, I knew they could meet the increased demand for digital energy management solutions among our customers," Kaya says.

While the [Oracle startup program](#) supports companies of all shapes and sizes with free credits and a 70% discount on cloud for two years, our deep vertical expertise also gives startups something other cloud providers can't – access to customers that are specifically looking for the kind of solutions they are offering.

are offering.

If you are ready to make the leap from startup to scaleup, consider a cloud provider that offers more than just cloud.



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