

Big Data: Are Utilities Doing Enough?



THE DATA DELUGE

The latest Oracle research shows North American electric utilities are grappling with massive amounts of data from smart meters and other systems. They have significant opportunity to harness data to help improve grid performance and customer service.

- Satisfied Customers
- Operational Efficiency
- Power Theft Prevention
- Improved Reliability
- Better Forecasting
- Strategic Decisions • Minimized Outages • Lower Asset Maintenance Costs



UTILITY PREPAREDNESS

ONLY

17%

of utilities are completely prepared for the data influx. Up from 9% in 2012

JUST

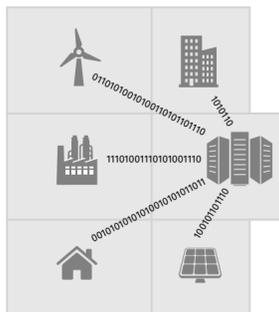
20%

of utilities give themselves an "A+" for getting information to the people who need it. Up from 8% in 2012

CUSTOMER SERVICE

50%

of utilities are using smart grid data to increase customer satisfaction through forecasting, demand management and improved reliability



THE SKILLS GAP

62%

But 62% have a data analytics skills gap, which they are closing with hiring, training and third-party solutions



THE CLOUD



2 out of 3 are considering cloud-based solutions for smart grid data management and analysis

THE TIME IS NOW



Most utilities are not using their data as efficiently as possible. They need to accelerate analytics efforts to drive significant operational and customer service improvements and speed time to ROI.

Over the next 1 to 2 years, utilities plan to use smart grid data to identify trends and forecast demand, provide customers with usage information and use predictive analytics to improve reliability.

Download the comprehensive report, *Utilities and Big Data: Accelerating the Drive to Value*, at www.oracle.com/goto/utilities.