

ORACLE

# Oracle Energy and Water Customer Edge Conference

March 24–26, 2024 | JW Marriott, Austin, TX

Sponsored by:



Rubicon  
Associates

## Track Agenda – Advanced Metering

### Sunday, March 24

TIME (CDT)	TRACK	LOCATION
1:00pm – 6:00pm	<b>Registration</b>	Level 4: JW Grand Ballroom Foyer

### Monday, March 25

TIME (CDT)	TRACK	LOCATION
7:00am – 5:00pm	<b>Registration</b>	Level 4: JW Grand Ballroom Foyer
7:30am – 8:15am	<b>Breakfast</b>	JW Grand Ballroom
8:30am – 10:00am	<b>General Session: Empowering Service</b> <p>Welcome to Customer Edge! We'll begin each day together in energizing general sessions. Day one we're so excited to share with you all the things our team is working hard on to empower you! Join our team to learn more about our product strategy, new features, and capabilities for your team to use now, and the exciting things in store across our roadmap. In this session we'll dive deep into our customer platform and Opower updates, hear the latest on our data and analytics strategy, and hear directly from utility leaders about their biggest wins.</p> <p><b>Customer Presenters:</b> Charles King, Senior Vice President, Chief Technology Officer, Evergy; Elena Johnston, Manager, Digital Products, Energy Engagement, Evergy; Shaun Rosemond, Director of Customer Experience, Southern Company; Leslie Finley, Director of Customer &amp; Meter Data Management, Southern Company; Ted Henifin, Interim Third-Party Manager, JXN Water</p> <p><b>Presenters:</b> Creighton Oyler, SVP &amp; GM Oracle Energy and Water; Geng Lin, SVP Product Development and Product Management; Brad Harkavy, VP Product; Jason Duncan-Wilson, Sr. Director, Product</p>	JW Grand Ballroom



	<i>Incubator; Jessica Bloom-Serber, Director, Product Management; James Steadman, Sr. Director, Product Management; Paul McDonald Sr. Director, Opower Industry Strategy and Vanessa Richter, VP Sales, Opower, Oracle</i>	
8:00am – 5:00pm	<p><b>Networking Break: Innovation Hub:</b> Join us on a journey to the future of grid management, customer service engagement, field work safety and management and capital project management.</p> <ul style="list-style-type: none"> <li>• Explore interactive <b>AI-powered games</b> across speech, vision, GenAI, and immersive VR using GenAI so you can "talk to an asset."</li> <li>• Learn how <b>AI boosts call center efficiency and customer satisfaction.</b></li> <li>• Experience how <b>DERMS</b> and <b>DACS</b>, supported by <b>digital twin technology</b>, manages customer and utility devices.</li> <li>• Teleport and experience <b>autonomous asset inspection using drones.</b></li> <li>• Learn how <b>AI and IOT boosts asset reliability, productivity and safety</b> in the future of field work.</li> <li>• Leverage data using AI to prioritize and execute capital projects.</li> </ul>	Level 4: JW Grand Ballroom Foyer
10:00am – 10:30am	<p><b>Networking Break: Innovation Hub:</b> Join us for coffee, conversation, and hands-on exploration of the exhibits in the innovation hub. Exhibits include a variety of AI use cases, our latest Industry Lab projects, and exciting data analytics tools.</p>	Level4: JW Grand Ballroom Foyer
10:30am – 12:00pm	<p><b>Roundtable: Unveiling successes, challenges, and customer-driven updates</b></p> <p>Participate in peer roundtables, where Advanced Metering customers share their project updates, discuss challenges faced, and highlight successes achieved. This session aims to foster an environment of open discussion and knowledge-sharing, allowing participants to gain valuable insights from real-world implementations.</p> <p><b>Presenters:</b> <i>Layne Nelson, Senior Principal Product Manager, Oracle &amp; Ha Bui, Principal Solution Consultant, Oracle</i></p>	Advanced Meter Track Level 3: Lonestar B/C
12:00pm – 1:00pm	<b>Lunch</b>	JW Grand Ballroom
1:00pm – 1:50pm	<p><b>General Session: Empowering Transformation</b></p> <p>Will learning the latest AI innovations at Oracle get you out of that post-lunch haze? Join us in this afternoon general session to hear about exciting updates across our Oracle Cloud Applications, including how Oracle is bringing generative AI right to your fingertips. We'll hear from customers about their own experiences with our solutions and discuss some of the biggest innovations we're seeing across industries Oracle serves.</p> <p><b>Customer Presenters:</b> <i>John Kochavatr, CIO and VP Customer and Digital Solutions, PGE and Terrence Robbins, SVP and CIO, STO Building Group</i></p>	JW Grand Ballroom

	<p><b>Presenters:</b> Jenny Lam, SVP, UX Design, Oracle; Rodger Smith, EVP and GM Infrastructure Industries, Oracle and Mike Sicilia, EVP Industries, Oracle</p>	
2:00pm -2:50pm	<p><b>Roadmap: Charting the future: Meter operations product updates unveiled</b></p> <p>Get ready to be captivated in this dynamic session as we introduce the exciting enhancements to Oracle Energy and Water metering solutions. Discover our ambitious plans for the upcoming year and uncover the features and functions that will revolutionize your business. This session will provoke your curiosity, spark your imagination, and ignite a sense of possibility. Be prepared for an engaging experience that will leave you buzzing with inspiration.</p> <p><b>Presenters:</b> Layne Nelson, Senior Principal Product Manager, Oracle &amp; Kevin Yordy, Director of Data Science Product Management, Oracle</p>	<p>Advanced Meter Track</p> <p>Level 3: Lonestar A/B</p>
2:50pm – 3:10pm	<p><b>Afternoon Break</b></p>	<p>Level 3: Lonestar Foyer</p>
3:10pm – 4:00pm	<p><b>Partner Showcase: Building Trust and Processes: Implementing Meter-to-Cash and Organizational Change at JXN Water</b></p> <p>Hear JXN Water's perspective on the successful rebuilding of community trust and processes through a Meter-to-Cash initiative led by BOSS, addressing systemic challenges in Jackson, MS. This collaboration brought significant organizational and operational changes, marked by a consolidated approach, agile project management, and a cultural shift towards embracing Oracle best practices.</p> <p><b>Customer Speakers:</b> Ted Henifin, Interim Third-Party Manager, JXN Water and Carla Dazet, Business Office Director, JXN Water</p> <p><b>Presenter:</b> Damon Brown, BOSS   Utility Solutions</p>	<p>Advanced Meter Track</p> <p>Level 3: Lonestar A/B</p>
4:10pm – 5:00pm	<p><b>Strategy Session: Elevating your Oracle CIS &amp; MDM system with advanced metering solutions</b></p> <p>Learn about the power of Advanced Metering Solutions for existing Oracle Customer Information Systems and Meter Data Management customers. We will explore the path forward, discussing options and sharing best practices. Discover how this solution can enhance your current system and improve operational efficiency. Don't miss out on the opportunity to learn and make informed decisions for your organization's future.</p> <p><b>Presenter:</b> Patti Costello, Delivery Director – Customer Solutions, Oracle</p>	<p>Advanced Meter Track</p> <p>Level 3: Lonestar B/C</p>
5:15pm – 7:00pm	<p><b>Edge Reception: Join us on the Pool Deck and immerse yourself in the Austin culture! This will be an amazing evening filled with plenty of food and drinks. Dress casual!</b></p> <ul style="list-style-type: none"> <li>• Kick up yer heels with the Jordan Mathews Band compliments of <b>Red Clay</b></li> <li>• <b>KPMG</b> welcomes you to sample some of Austin's finest whisky at this tasting station</li> </ul>	<p>Level 5: Pool Deck</p>

	<ul style="list-style-type: none"> <li>• <b>Paymentus</b> invites you to create your own Texas Dry Rub for your next BBQ</li> <li>• While you're enjoying the reception, take a photo at the photo booth and capture this experience with a digital memory – thanks to <b>Infosys</b></li> <li>• Tempt your tastebuds with Tequila! Join <b>Raistone</b> for this special sampler station</li> <li>• Visit <b>Accenture</b> at this smokin' cabana to experience Cigar Rolling and get yours to enjoy!</li> </ul>	
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**Tuesday, March 26**

TIME (CDT)	TRACK	LOCATION
7:00am – 2:00pm	<b>Registration</b>	Level 4: JW Grand Ballroom Foyer
7:30am – 8:15am	<b>Breakfast</b>	JW Grand Ballroom
8:30am – 10:00am	<p><b>General Session: Empowering Resilience</b></p> <p>Are you ready for day two? Our second day of Customer Edge is about celebrating you - our amazing customers. We'll start off with a bang as our Customer Edge award winners share their amazing projects with you all. Then we'll continue with our product showcases and share the latest announcements across our grid and operations solutions and hear from some of our outstanding customers. Finally, we'll share exciting updates across our smart water solutions and discuss what's next in water with industry leaders.</p> <p><i><b>Customer Speakers:</b> Michael Luu, Senior Vice President, Corporate Services &amp; Chief Risk Officer, California Water Service Group; Kevin Hawrylak, Manager ADMS Systems, FirstEnergy and Gwen Rutledge, Director Application Systems, Evergy</i></p> <p><i><b>Presenters:</b> Creighton Oyler, SVP and GM Oracle Energy and Water; Geng Lin, SVP Product Development and Product Management; Caitlin Aburrow, Senior Director Global Marketing; Maria DeChellis, Senior Director, Global Industry Specialist; Brad Harkavy, VP Product and Brad Williams, VP Industry Strategy and Natalie Musick, VP Product Development, Oracle</i></p>	JW Grand Ballroom
8:00am – 5:00pm	<p><b>Networking Break: Innovation Hub:</b> Join us on a journey to the future of grid management, customer service engagement, field work safety and management and capital project management.</p> <ul style="list-style-type: none"> <li>• Explore interactive <b>AI-powered games</b> across speech, vision, GenAI, and immersive VR using GenAI so you can "talk to an asset."</li> <li>• Learn how <b>AI boosts call center efficiency and customer satisfaction.</b></li> <li>• Experience how <b>DERMS</b> and <b>DACS</b>, supported by <b>digital twin technology</b>, manages customer and utility devices.</li> </ul>	Level 4: JW Grand Ballroom Foyer

	<ul style="list-style-type: none"> <li>• Teleport and experience <b>autonomous asset inspection using drones</b>.</li> <li>• Learn how <b>AI and IOT boosts asset reliability, productivity and safety</b> in the future of field work.</li> <li>• Leverage data using AI to prioritize and execute capital projects.</li> </ul>	
10:00am – 10:30am	<p><b>Networking Break: Innovation Hub:</b> Join us for coffee, conversation, and hands-on exploration of the exhibits in the innovation hub. Exhibits include a variety of AI use cases, our latest Industry Lab projects, and exciting data analytics tools</p>	Level 4: JW Grand Ballroom Foyer
10:30am – 12:00pm	<p><b>Strategy Session: The importance of usage data for complex billing and settlements</b></p> <p>In this session, we will share valuable insights gained from customer projects on managing complex billing and settlements processes using the Oracle platform. Traditionally, dealing with complex billing concepts required customization, coding, or even using an external billing application. We will focus on the specific challenges faced by utility and water companies. Additionally, there will be opportunities for interactive discussions and Q&amp;A, allowing participants to actively engage in the session.</p> <p><b>Customer Speaker:</b> <i>Chris Cole, Principal Systems Architect, American Electric Power</i></p> <p><b>Presenter:</b> <i>Ha Bui, Principal Solution Consultant, Oracle</i></p>	Advanced Meter Track Level 3: Lonestar B/C
12:00pm – 1:00pm	<b>Lunch</b>	JW Grand Ballroom
1:00pm - 1:50pm	<p><b>Strategy Session: The power of next-gen utility metering: Leveraging machine learning and data science</b></p> <p>In this session, we will share insights on how machine learning (ML) algorithms and advanced data analytics techniques are used to analyze meter data and detect anomalies. Experts will discuss their work in developing ML models tailored to the utility industry, aiming to improve estimation accuracy, reduce errors, and enhance operational efficiency. There will also be an opportunity for open discussion: we want to hear how your utility envisions using ML to enhance your customer experience. Your input and ideas as an attendee are highly valued in this interactive session.</p> <p><b>Presenters:</b> <i>Layne Nelson, Senior Principal Product Manager, Oracle &amp; Kevin Yordy, Director of Data Science Product Management, Oracle</i></p>	Advanced Meter Track Level 3: Lonestar B/C
1:50pm – 2:10pm	<b>Break</b>	
2:10pm -3:00pm	<p><b>Panel: Planning with Water Disaggregation and Data Management</b></p> <p>Our panel will discuss their current programs for system planning and conservation using disaggregated water data.</p>	Advanced Meter Track Level 3: Lonestar B/C

	<p>Discover how new technologies in the water industry can support these future-oriented initiatives, empowering water companies to innovate and stay ahead. Cal Water will present on the use of water data down to the minute and how that has changed their organization and engagement with their customers. Together with City of Austin, we will discuss their paths, how water data is making a difference in their organizations, and what is on the horizon. Bring your questions as we discuss the exciting world of Digital Water!</p> <p><i>Customer Panellists: Ken Jenkins, Chief Water Resources Sustainability Office, Cal Water; Joe Fazio, General Manager, Flume and Randi Jenkins, Assistant Director, Customer Experience, City of Austin</i></p> <p><i>Moderators: Maria DeChellis, Senior Director, Solution Consulting, Oracle, Jameela Belyeu, Senior Manager, Product Strategy &amp; Marketing, Oracle</i></p>	
<p>3:10pm – 4:00pm</p>	<p><b>Panel: Transformative Tales: Customer panel on the journey to SaaS and successful migration</b></p> <p>In this dynamic panel discussion, industry leaders who have successfully migrated their utility organizations to SaaS will offer a deep dive into their respective journeys, enlightening attendees on the challenges they encountered, strategies employed, and the ultimate benefits realized.</p> <p><i><b>Customer Panellists:</b> Scott Campbell, City of Carmel, Manager, Customer Service &amp; Billing, City of Carmel; Murali Sithuraj, Manager-Market Systems, Lower Colorado River Authority, Christy Wyndham, Senior Manager Application Support and Planning, Santee Cooper &amp; Sonia Krammes, Assistant Director, City of Columbus</i></p> <p><i><b>Presenters:</b> Cathy Vollmer, Principal Customer Success Specialist, Oracle &amp; Reid Davis, Senior Manager Customer Success, Oracle</i></p>	<p>Advanced Meter Track Level 3: Lonestar B/C</p>
<p>4:00pm – 5:00pm</p>	<p><b>Innovation Hub</b></p> <p>Meet our Innovation Team! Enjoy immersive experiences that allow you to explore the future of water and energy. We will have virtual reality, augmented reality, model town, interactive self-guided demos, and much more!</p>	<p>Level 4: JW Grand Ballroom Foyer</p>