

Oracle Energy and Water Customer Edge 2022

Customer Experience Track Agenda

June 27–28, 2022 Grand Hyatt, Nashville, TN

Oracle Customer Edge is a unique forum that connects utility professionals to share lessons learned, best practices, and disruptive trends about the future of energy and water. Networking activities are also offered for a more relaxed atmosphere where you can make lasting connections with your peers, share advice on how to solve common issues, and stay relevant in today's rapidly changing industry

Sunday, June 26, 2022

TIME (CDT)	TITLE	LOCATION
3:00pm – 7:00pm	Registration	Grand Hall D/E Foyer Level 2

Monday, June 27, 2022

TIME (CDT)	TRACK	LOCATION
6:45am – 5:00pm	Registration	Grand Hall D/E Foyer Level 2
8:00am – 8:45am	Breakfast	Grand Hall D/E Level 2
8:45am – 10:45am	General Session: Welcome to Customer Edge! In the general session we'll talk about what the future holds for the industry, we'll hear from industry leaders, and we'll take a look at some of the exciting product updates you won't want to miss this week. Welcome & Introductions: Rodger Smith , SVP & GM, Oracle Energy & Water & Stacy Mill , VP of IT & CISO, Nashville Electric Service (Host Utility) Product Update: Brad Harkavy , VP Oracle Utilities Products; Christina Schueneman , Director, Customer Solutions; Dan Madigan , Director, Product Management; Jason Duncan-Wilson , Sr. Director Architecture Strategy Fireside Chat: Jamal Syed , President & CEO, HEXStream (Platinum Sponsor) Keynote Address: Jason Dorsey , President, The Center for Generational Kinetics Welcome Introduction by: Pam Glanvill , President, TMG (Gold Sponsor)	Grand Hall D/E Level 2
11:00am – 5:00pm	Innovation Hub: 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! Plus, check out the EDGEnergy Quizzio dashboard results to see the leaders.	Level 2 lounge lobby (just off the elevators)

11:00am – 11:50am	<p>Customer Operations and Experience: Strategy and Vision: Learn what's ahead for our customer platform, including updates to core solutions and news about CX.</p> <p><i>Presenters: Christina Schueneman, Director, Customer Solutions & Brenda Craig, Director Global Product Marketing, Customer Solutions, Oracle</i></p>	Grand Hall A/B/C Level 2
12:00pm - 1:00pm	<p>Lunch</p>	Grand Hall D/E Level 2
1:00 pm – 1:50 pm	<p>Rethinking Customer Experience for Utilities: Customer Experience is no longer simply meeting customers' needs. It is how we communicate, interact with and engage our customers to take action. Oracle is delivering an integrated suite of customer experience (CX) and utility applications with a true 360-degree view of the customer. In this session, Oracle visionaries will detail our CX solution strategy across marketing, sales, and service.</p> <p><i>Presenters: James Steadman, Sr. Director Product Management; Dan Madigan, Director Product Management & Jennifer Lee, Sr. Manager User Experience, Oracle</i></p>	Grand Hall B/C Level 2
2:00pm - 2:50pm	<p>Grow your Business and Increase Customer Retention with CX for Utilities Sales & Service: Discover how you can harness Oracle Utilities Sales to deliver more value to your commercial and industrial customers. In this session, we'll share product strategy and provide an overview of features. We'll also provide a deep dive into the Key Account Manager (KAM) journey and demonstrate how you can use AI insights, 360-degree dashboards, and more to enrich the KAM's impact.</p> <p><i>Presenters: Debbie Brockett, Principal Product Manager; Dan Madigan, Director Product Management & Steve Grover, Senior Director, Product Management, Oracle</i></p>	Grand Hall A Level 2
3:10pm – 4:00pm	<p>Customer Experience for Utilities Service: Oracle Utilities Service provides an end-to-end agent experience that integrates front- and back-office into a single solution. In this session we'll provide a high-level overview of the solution's functionality, including a demo of upcoming product features and a preview of the long-term roadmap. Learn about omni-channel chat, knowledge management, contextual insights, interaction history, product extensibility, and more.</p> <p><i>Presenters: Debbie Brockett, Principal Product Manager & Aaron Jackson, Delivery Director; Dan Madigan, Director, Product Management & Kelly Stroud, Functional Architect, Oracle</i></p>	Grand Hall B/C Level 2
4:10pm – 5:00pm	<p>Innovation Workshops</p> <ul style="list-style-type: none"> • Exceeding Customer Service Expectations through AI Digital Assistance – Presented by rSTAR Technologies - John Annarelli, Enterprise Account Manager & Vivek Ahuja, VP of Technology • Grid Load Monitoring for Grid Stability, Reliability, & Revenue Protection – Presented by Abjayon – Neeraj Data, President & Rohit Pareek, Vice President 	Grand Hall B/C Level 2

	<ul style="list-style-type: none"> Oracle NMS Mobile Application, Generation 2 & Product Roadmap – Presented by Fishbowl Solutions, Tim Gruidl, President 	
5:30pm – 7:30pm	Edge Reception: Join us for a fun evening filled with plenty of food and drinks with a Nashville flair. This will be outdoors so dress casual!	5 th Floor/ Outdoor Pool & 2 nd Floor /Grand Hall Foyer

Tuesday, June 28, 2022

TIME (CDT)	TRACK	LOCATION
7:30am – 3:00pm	Registration	Grand Hall D/E Foyer Level 2
8:00am – 9:00am	Breakfast	Grand Hall D/E Level 2
9:00am – 9:50am	<p>General Session: In Day 2's general session is focused on celebrating utilities successes and discussing the future of energy and water and how to drive innovation collaboratively.</p> <p>Welcome: Vanessa Richter, VP Sales, Opower, Oracle Energy & Water Customer Recognition: Hillary Martin, VP Product Strategy & Marketing Industry Lab: Mike Ballard, VP Industry Strategy Design for the Future: Jod Kaftan, Sr. Director, UX Design & Research Fireside Chat: Designing for Smarter Cities: RJ Kumar, President & CEO, ESC Partners (Platinum Sponsors) Preparing for the changing industry from a security standpoint: Hafid Elabdellaoui, VP Cybersecurity , Energy and Water</p>	Grand Hall D/E Level 2
10:00am – 4:00pm	Innovation Hub: 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! Plus, check out the EDGEnergy Quizzio dashboard results to see the leaders.	Level 2 lounge lobby (just off the elevators)
10:00am – 10:50am	<p>Outage Management Customer Experience: With electricity customers becoming both consumers and producers, how can utilities profitably maintain and grow their relationships with households while battling disruptions to service due to aging infrastructure and extreme weather? Join us to learn about the new features that will keep customers informed during moments of high stress and uncertainty, and to hear about our vision for the future.</p> <p>Presenters: Dorian Candelario-Garcia - Principal Product Manager, Digital Self-Service; Kristin Jolda - Principal Product Manager, Digital Self-Service & Viktoriya Feldman, Director Product Management, Oracle</p>	Grand Hall A/B/C Level 2
11:00am – 11:50am	Improving Enrollment and Adoption of Utility Offers, Products, and Services: Traditional utility business models are being strained and providers are seeking new approaches to lower costs and capture	Grand Hall A Level 2

	<p>fresh revenue streams. Learn how utilities can bring to market new offers, products, and services using an intuitive design-time experience that manages the entire product lifecycle for their portfolio.</p> <p>Presenter: Steve Grover, Sr. Director, Product Management, Oracle</p>	
12:00pm – 1:00pm	Lunch	Grand Hall B/C Level 2
1:00pm- 1:50pm	<p>Getting the Most of your Oracle Applications – Pasadena Water and Power Shares their Model: Utilities now need to adapt to changing market realities, external factors, and regulatory requirements more than ever before. In response to this paradigm shift, Operational Technology Managers have accelerated their digital business initiatives. Cloud solutions and a defined managed services team has emerged as a key business enabler to ensure that the requirements are met in a timely manner. Cloud solutions such as OPower and C2M, with a skilled support team, provides an impetus to build an on-demand, scalable business model to drive business results. To address these challenges, Pasadena Water and Power has designed a solution to meet their needs.</p> <p>Presented by TMG Consulting, Inc.</p> <p>Presenters: Thais Gomes, Elaine Salas, Hana Mikita all from Pasadena Water and Power & Pam Glanvill, President, TMG Consulting, Inc</p>	Grand Hall B/C Level 2
2:00pm - 2:50pm	<p>Make a Digital-First Impression: Your customers want to interact with your organization digitally. Level-up your value by taking your marketing and communication initiatives to the channels your customers are using. Join this session to learn about a marketing automation platform specifically for utilities. We'll take you on an immersive journey through a customer's first month at their utility, and we'll show you how you can use this solution to personalize the message, channel, and timing of your interactions when they're most relevant and actionable.</p> <p>Presenters: Kristin Jolda, Principal Product Manager & Matt Farmer, Senior Solution Engineer, Oracle</p>	Grand Hall A Level 2
2:50pm – 3:10pm	Afternoon Break	Level 2 Foyer Level 4 Foyer
3:10pm – 4:00pm	<p>Technical Overview: Oracle Utilities Customer Experience Platform: Join this session for an in-depth look at the technical architecture of Oracle Customer Experience for Utilities platform. You'll learn how to leverage APIs across Oracle Visual Builder, Oracle Digital Assistant, Oracle Process Cloud Service, and Oracle Intelligent Advisor for both employee experiences and customer-facing unassisted service.</p> <p>Presenter: Neal Nawrocki, Director, Product Management, Oracle</p>	Grand Hall B/C Level 2

4:10pm-
5:00pm

Utility Permitting and Plan Review: Oracle's Permitting and Inspections offering provides public water and waste-water utility agencies with public-facing application and payment services, integrated GIS, mobile field inspections, and back-office efficiencies including plan review, workflow, and fee calculation. Join us to see a live demonstration of the system in action.

Presenter: Matt Vitullo, Oracle Permitting and Licensing

Grand Hall A
Level 2

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