

Oracle Energy and Water Customer Edge 2022

Opower 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	Level 2 lounge lobby (just off the elevators)

	self-guided demos, and much more! Plus, check out the EDGEnergy Quizzio dashboard results to see the leaders.	
11:00am – 11:50am	<p>Vision and Roadmap: Hear from Opower executives about our vision and product strategy for helping utilities tackle business challenges and achieve their net-zero targets. In this session, you'll learn about our most exciting product enhancements and customer successes.</p> <p>Presenters: Matt O'Keefe, Vice President & Head of Opower. Mary Sprayregen, Global Head, Regulatory Affairs & Market Development, Vanessa Richter, Global Vice President of Opower Sales, Ryan Irwin Klausmeier, Opower Group Product Manager, Jess Bloom Serber, Director, Product Management, & Paul McDonald, Senior Director, Opower Product Strategy</p>	Interchange Room Level 2
12:00pm - 1:00pm	Lunch	Grand Hall D/E Level 2
1:00pm – 1:50pm	<p>Opower Integration Hub: Delivering the Personalized Experience Utility Customers Deserve: Meet Oracle Utilities Opower Integration Hub. Combining Opower's engagement and efficiency software with technology from other leading providers, Opower Integration Hub ensures the highly personalized and seamless experiences that allow utility customers to act at scale.</p> <p>Presenters: Erik Hobbie, Director Product Management; Kojo Quaye, Opower Product Strategy, & Wendy Lohkamp, Sr. Director Solution Management</p>	Interchange Room Level 2
2:00pm - 2:50pm	<p>Stories from the Field: Spurring Complex Energy Actions: Decarbonizing the grid requires customer action at scale. Learn how Opower is helping utilities make it easy for people to act by combining technology and user experience. This session will showcase the ways in which utility leaders are making it easy for their customers to act, and the results they are seeing from these efforts.</p> <p>Presenters: Lisa Farley, Director, Client Success, Sanem Kabaca, Manager, Quantitative Analytics, Chris Porter, National Grid, Director, Customer Energy Management at National Grid, Andrea Campau, DTE, Marketing Analyst, & Michael Burger, PGE Sr. Manager - Energy Efficiency Portfolio Strategy & Program Oversight</p>	Interchange Room Level 2
3:10pm – 4:00pm	<p>Innovations in Daily Demand Shaping: Getting Customers to Shift Usage: Nudging customers to change their behaviors and shift their energy consumption are key components of decarbonization. Learn about how Opower executed the country's largest and most successful behavioral demand response program in the summer of 2021. And discover what's ahead on our demand flexibility roadmap.</p> <p>Presenter: Melissa Leymon, Opower Product Strategy, Renée H Guillory, Energy Innovation Program Consultant, APS, and Ryan Cote, Electric Transportation Specialist, National Grid</p>	Interchange Room 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 	Grand Hall B/C Level 2

	<ul style="list-style-type: none"> • Grid Load Monitoring for Grid Stability, Reliability, & Revenue Protection – Presented by Abjayon – Neeraj Data, President & Rohit Pareek, Vice President • 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 – 11:50am	<p>Creative Workshop: Electrification & Weatherization - How might we work together to inspire, engage, and support utility customers to decarbonize their homes?</p> <p>Decarbonization can't be accomplished without electrification. And the electrification of transportation and heating can't be accomplished without engaging and educating customers. But how can this be done at scale? In this interactive session, we'll collaborate in real time to develop the strategies and tactics that will put us on a course to electrifying everything.</p>	Interchange Room Level 2

	Presenters: Karina van Schaardenburg, Director Design & Research; James Giampetro, Opower Product Strategy, & Jod Kaftan, Sr. Director, UX Design & Research	
12:00pm – 1:00pm	Lunch	Grand Hall D/E Level 2
1:00pm – 1:50pm	<p>The utility-guided DER customer journey: today and tomorrow: Utility customers are more engaged than ever in their energy purchasing decisions. They also have many new product and program options to consider, and myriad places to purchase. That's all well and good, but the customer journey – from education and exploration to shopping and buying – continues to overwhelm customers, in large part because these are typically first-time purchases for most people.</p> <p>This session will discuss the role utilities can play in serving as the customer's trusted advisor by guiding them on their decision-making journey, greatly improving the customer experience and avoiding negative outcomes. All while remaining vendor-neutral and ensuring customer satisfaction and evolving the grid.</p> <p>The session will review National Grid's award-winning solar education program, which proactively provides customers with the information and tools needed to make a confident decision.</p> <p>Presented by Gold Sponsor EnergySage</p> <p>Presenters: Vikram Aggarwal, CEO, and Tess O'Brien, VP of Partnerships, EnergySage</p>	Interchange Room Level 2
2:00pm – 2:50pm	<p>In Service of Our Most Valuable Customers: Ensuring That Decarbonization Works for Everyone: Last year we introduced our research on and approach to engaging limited-income customers. Since then, we've made great progress. Join this session to learn about our product development efforts and to talk with the utility leaders that have been implementing limited-income programs.</p> <p>Presenters: Jameela Belyeu, Product Marketing Manager & Jack Akinlosotu, Sr. Product Manager, Oracle</p>	Interchange Room Level 2

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