

ORACLE

# Oracle Energy and Water Customer Edge Conference

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

Sponsored by:



## Track Agenda – Analytics and AI

### 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> 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.  <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 & Meter Data Management, Southern Company; Ted Henifin, Interim Third-Party Manager, JXN Water  <b>Presenters:</b> Creighton Oyler, SVP & GM Oracle Energy and Water; Geng Lin, SVP Product Development and Product Management; Brad Harkavy, VP Product; Jason Duncan-Wilson, Sr. Director, Product Incubator; Jessica	JW Grand Ballroom



	<i>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>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>	Level 4: JW Grand Ballroom Foyer
10:30am – 11:15pm	<p><b>Getting your data ready for sharing and AI with the Energy and Water Data Exchange</b></p> <p>Imagine a world where the silos of energy and water data are shattered, and information flows effortlessly between utility systems and their partner's systems. Join this session to learn how the Oracle Energy and Water Data Exchange is redefining the way we perceive and utilize utility data and discover how a unified, language-based data model and AI can transform your business faster.</p> <p><b>Presenter:</b> Erik Hobbie, Product Management Lead, Oracle</p>	Level 3: Room 303/304
10:30am – 11:15am	<p><b>AI Bingo: Artificial Intelligence and the Modern Utility</b></p> <p>Artificial Intelligence is fast becoming part of our everyday lexicon; but what does it mean? Join us to learn about different types of artificial intelligence, how Oracle is embedding AI in our SaaS applications, and how Utilities can benefit from these capabilities. Play along with our AI Bingo session to learn the latest jargon and test your knowledge on all things AI.</p> <p><b>Presenters:</b> Josh Kamenecka, Group Vice President, Solution Engineering, Oracle and Dheeraj Akula, Master Principal Solution Consultant, Oracle</p>	Back-Office Track Level 3: Lonestar A 10:30am – 11:15am
11:15am – 12:00pm	<p><b>The future of back-office solutions; Powered by AI</b></p> <p>How do back-office applications help modern utilities drive efficiency and manage costs? Join April Hawthorn, Senior Director of Product Management, as she shares how Oracle is</p>	Back-Office Track Level 3: Lonestar A

	<p>leading the way with solutions that are both innovative and practical, through the power of artificial intelligence. Learn about Oracle's advancements in Enterprise Resource Planning, Supply Chain Management and Human Capital Management solutions leveraging the power of embedded machine learning and artificial intelligence.</p> <p><b>Presenter:</b> April Hawthorn, Senior Director Product Management, Oracle</p>	
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> John Kochavatr, CIO and VP Customer and Digital Solutions, PGE and Terrence Robbins, SVP and CIO, STO Building Group</p> <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>	JW Grand Ballroom
2:00pm - 2:50pm	<p><b>The Energy &amp; Water Modern Data Platform</b></p> <p>The Energy and Water Data Intelligence platform is a fully integrated data discovery solution, engineered to make uncovering insights and better serving your customers easier than ever! Come see how this exciting new product can help integrate the power of AI throughout your business.</p> <p><b>Presenter:</b> Jason Kriendler, Director, Product Management, Oracle</p>	Level 3: Room 303/304
2:50pm – 3:10pm	<b>Afternoon Break</b>	Level 3: Lonestar Foyer
3:10pm – 4:00pm	<p><b>Analytics and AI: How GenAI Is Shaping the Future of Utilities</b></p> <p>In this session, Chris Moyer, the former CTO of Exelon, will share his insights into how GenAI is changing the future of utilities. From contact center to process automation and adding critical functions for customer-centric service, GenAI is changing every facet of customer experience for utilities. Chris will share trends, information, and next steps for utilities exploring or preparing to adopt GenAI platforms.</p> <p><b>Presenters:</b> Chris Moyer, Former Chief Technology Officer, Exelon; Member, rSTAR Advisory Council and Danny Asnani, Vice President, Client Engagement, rSTAR</p>	Level 3: Room 303/304
4:00pm – 5:00pm	<b>Please chose from one of the other track sessions during this time or take a trip to the Innovation Hub on Level 4 or visit head to Level 3 for Oracle University or engage in the</b>	

	<b>Product Showcase Wall to find out more about Oracle Solutions</b>	
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> <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>	Level 5: Pool Deck

**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><b>Customer Speakers:</b> <i>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><b>Presenters:</b> <i>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>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
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10:30am – 12:00pm	<p><b>Generative AI Workshop: Moving past the jargon and taking action</b></p> <p>Similar to how personal computers changed how business was done in the 90s, generative ai is rapidly changing how we do business today. But what does that mean for each of us? In this session we will have a real talk about generative ai, looking past the headlines and jargon to demystify this technology. We will have a frank discussion about the strengths - and weaknesses - of generative ai and explore ways to harness its power in our solutions.</p> <p><i><b>Presenters:</b> Ashish Agarwal, Director, Utility Innovation Lab, Oracle and Faiza Tajammul, Vice President, Product Management, Oracle and Rahul Desai, Director, Product Management, Oracle, Jessica Bloom Serber, Director, Product Management, Oracle, Andreas Ruhl, Senior Director, Product Management, Oracle, and Josh Kanner, Senior Director, Analytics &amp; AI, Oracle</i></p>	Analytics and AI Track Level 3: Lonestar E
12:00pm – 1:00pm	<b>Lunch</b>	JW Grand Ballroom
1:00pm – 1:50pm	<p><b>Unlock Insights: Empowering Utilities with Comprehensive Reporting and Analytics</b></p> <p>In the dynamic Energy &amp; Utilities sector, shaped by evolving customer needs and external influences, historical analytics fall short. Learn how Cognizant partnered to deliver a customized data integration platform through Oracle Analytics. Enabling real-time grid reporting, while meeting customer and regulatory requirements. Benefits include consolidated reporting, advanced visualizations for asset</p>	Level 3: Room 303/304

	<p>management and regulatory compliance, all seamlessly integrated into an enterprise-level system.</p> <p><b>Presenters:</b> <i>Susanta Mishra, Energy &amp; Utilities Domain SME and Chandra Sekhar Paritala, Senior Technology Architect – Oracle Analytics, Cognizant Technology Solutions</i></p>	
2:10pm - 3:00pm	<p><b>Transforming Grid, Meter, and Field Operations with Oracle Insights</b></p> <p>Join this session to learn about the advanced insights and strategies your peers are using today to improve grid, meter, and field operations. Experience real-world use cases that showcase the power of analytics in shaping the future of this industry. Uncover advanced storm planning strategies, grid planning innovations, and the transformative power of Machine Learning for data accuracy. This dynamic discussion goes beyond theory, offering successful strategies related to grid and electric vehicle integration, DERMS forecasting, EV detection, and more.</p> <p><b>Presenters:</b> <i>Jason Kriendler, Director, Product Management, Oracle and Rajagopal Iyengar, Sr. Manager, Data Science, Oracle</i></p>	Level 3: Room 303/304
2:30pm – 3:10pm	<b>BREAK</b>	
3:10pm- 4:00pm	<p><b>Transforming Customer Operations with Oracle Insights</b></p> <p>Join us for a dynamic session where Oracle delves into the latest advancements in utility analytics and uncover the valuable insights utilities can start leveraging today to better serve their customers. Learn about the powerful insights and strategies your peers are using to address affordability, solar adoption, and EV challenges. Discover the world of self-service data science and its transformative impact on utilities. In this session, you'll engage with utility professionals sharing real-life use cases, exploring topics ranging from disaggregation to GenAI.</p> <p><b>Customer Presenter:</b> <i>Sowmya Krishnamoorthy, Manager, Behavioral Energy Efficiency, Baltimore Gas and Electric</i></p> <p><b>Presenter:</b> <i>Kojo Quay, Senior Manager, Product Strategy and Marketing, Opower/Oracle</i></p>	Level 3: Room 303/304
4:00pm – 5:00pm	<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>	Level 4: JW Grand Ballroom Foyer

