

ORACLE

Oracle Energy and Water Customer Edge Conference

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

Sponsored by:



Track Agenda – Field Service Optimization

Sunday, March 24

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

Monday, March 25

TIME (CDT)	TRACK	LOCATION
7:00am – 5:00pm	Registration	Level 4: JW Grand Ballroom Foyer
7:30am – 8:15am	Breakfast	JW Grand Ballroom
8:30am – 10:00am	General Session: Empowering Service 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. Customer Presenters: 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 Presenters: 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 Bloom-Serber, Director, Product Management; James Steadman, Sr.	JW Grand Ballroom



	<i>Director, Product Management; Paul McDonald Sr. Director, Opower Industry Strategy and Vanessa Richter, VP Sales, Opower, Oracle</i>	
8:00am – 5:00pm	<p>Innovation Hub: 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"> • Explore interactive AI-powered games across speech, vision, GenAI, and immersive VR using GenAI so you can "talk to an asset." • Learn how AI boosts call center efficiency and customer satisfaction. • Experience how DERMS and DACS, supported by digital twin technology, manages customer and utility devices. • Teleport and experience autonomous asset inspection using drones. • Learn how AI and IOT boosts asset reliability, productivity and safety in the future of field work. • Leverage data using AI to prioritize and execute capital projects. 	Level 4: JW Grand Ballroom Foyer
10:00am – 10:30am	<p>Networking Break: Innovation Hub: 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>Roadmap: Oracle Field Service strategy and roadmap</p> <p>Join us for an overview of Oracle Field Service (OFS) product strategy and roadmap. Experts will provide details about the latest releases and outline upcoming functionality. We'll showcase today's industry leading OFS product while outlining our plans for future and upcoming capabilities.</p> <p>Presenters: <i>John Ranalli, Senior Manager Product Management; Paul Hesby Sr. Solutions Manager, and Faiza Tajammul, Senior Director, Product Management, Oracle</i></p>	Field Service Track Level 3: Room 301/302
12:00pm – 1:00pm	Lunch	JW Grand Ballroom
1:00pm – 1:50pm	<p>General Session: Empowering Transformation</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>Customer Presenters: <i>John Kochavatr, CIO and VP Customer and Digital Solutions, PGE and Terrence Robbins, SVP and CIO, STO Building Group</i></p> <p>Presenters: <i>Jenny Lam, SVP, UX Design, Oracle; Rodger Smith, EVP and GM Infrastructure Industries, Oracle and Mike Sicilia, EVP Industries, Oracle</i></p>	JW Grand Ballroom

2:00pm -2:50pm	<p>Strategy Session: The future of field service</p> <p>Oracle Field Service plays a crucial role supporting the expanding field service management needs across Oracle Energy and Water solutions. This session will outline how we are designing Oracle Field Service with the future of the utilities industry in mind and where we plan to take the product in the years to come.</p> <p>Presenters: <i>John Ranalli, Senior Manager Product Management, Paul Hesby, Sr. Solutions Manager, Oracle</i></p>	Field Service Track Level 3: Room 301/302
2:50pm – 3:10pm	<p>Afternoon Break</p>	Level 3: Lonestar Foyer
3:10pm – 4:00pm	<p>Stories from the Field: How Georgia Power implemented Oracle Field Service - in less than a year</p> <p>Georgia Power (GPC) - part of Southern Company - is an electric utility serving 2.7 million meters.</p> <p>GPC's Distribution construction estimating system had a rudimentary scheduling tool and no interface to a mobile work management system. Executive sponsors approved a project to centralize and modernize scheduling, improve resource utilization, and improve customer communications. GPC used an RFI/RFP process to evaluate vendor solutions. Oracle/Accenture's proposal was accepted. Oracle Field Service was deployed in production in 11 months. The presentation discusses GPC preparation to start the project, Accenture's agile framework, and working with Accenture's offshore development team. It will cover the successes, the problems that the project team faced during development and how the team adapted to address those problems. It concludes with a description of the solution in production.</p> <p>Customer Presenters: <i>Rocky King, Distribution Support, Principal, Southern Company and Marvis Smith, Distribution Project Controls, Supervisor, Southern Company</i></p> <p>Special Guest: <i>Rhianna Albert, Senior Manager, Accenture</i></p>	Field Service Track Level 3: Room 301/302
4:10pm – 5:00pm	<p>Panel: Customer Panel</p> <p>Oracle Field Service customers and thought leaders will share their experience with existing and planned projects, as well as their thoughts on the biggest challenges and opportunities for the industry. Attendees will hear the opinions of industry leaders and be able to ask questions of Oracle Field Service customers.</p> <p>Customer Panellists: <i>Mike Little, Manager, Power System Planning & Logistics, Toronto Hydro and Christina Lima, Manager, Billing Data Management, Toronto Hydro</i></p> <p>Moderator: <i>Rob Gerber, Master Principal Sales Consultant, Oracle</i></p>	Field Service Track Level 3: Room 301/302

5:15pm – 7:30pm	<p>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!</p> <ul style="list-style-type: none"> • Kick up yer heels with the Jordan Mathews Band compliments of Red Clay • KPMG welcomes you to sample some of Austin's finest whisky at this tasting station • Paymentus invites you to create your own Texas Dry Rub for your next BBQ • While you're enjoying the reception, take a photo at the photo booth and capture this experience with a digital memory – thanks to Infosys • Tempt your tastebuds with Tequila! Join Raistone for this special sampler station • Visit Accenture at this smokin' cabana to experience Cigar Rolling and get yours to enjoy! 	Level 5: Pool Deck
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Tuesday, March 26

TIME (CDT)	TRACK	LOCATION
7:00am – 2:00pm	Registration	Level 4: JW Grand Ballroom Foyer
7:30am – 8:15am	Breakfast	JW Grand Ballroom
8:30am – 10:00am	<p>General Session: Empowering Resilience 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>Customer Speakers: Michael Luu, Senior Vice President, Corporate Services & Chief Risk Officer, California Water Service Group; Kevin Hawrylak, Manager ADMS Systems, FirstEnergy and Gwen Rutledge, Director Application Systems, Evergy</p> <p>Presenters: 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</p>	JW Grand Ballroom
8:00am – 5:00pm	Innovation Hub: Join us on a journey to the future of grid management, customer service engagement, field work safety and management and capital project management.	Level 4: JW Grand Ballroom Foyer

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10:30am – 12:00pm	<p>Product Demo: The industry's most complete work Management Solution:</p> <p>Work and Asset + Field Service</p> <p>Join us for a hands-on walkthrough and demonstration of the integration of Oracle Work and Asset Cloud Service (WACS) and Oracle Field Service (OFS). Witness the value of this combined solution first-hand through real-time demos and examples. Additionally, see how Esri ArcGIS Field Maps can be used to provide even more map-based capabilities for your OFS users.</p> <p><i>Special Guests:</i> Doug Morgenthaler, Program Engineer and Benjamin Segal, Field Applications Product Engineer, Esri</p> <p><i>Presenters:</i> Chad Johnson, Principal Sales Consultant, Vicky Feldman, Director Product Management and Rob Gerber, Master Principal Sales Consultant, and Daryl Hillen, Sr. Principal Product Manager, Oracle</p>	<p>Work & Asset Track combined with Field Service Track</p> <p>Level 3: Lonestar F</p>
12:00pm – 1:00pm	Lunch	JW Grand Ballroom
1:00pm - 1:50pm	<p>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 Product Showcase Wall to find out more about Oracle Solutions</p>	
1:50pm – 2:10pm	BREAK	
2:10pm -3:00pm	<p>Stories from the Field: Connecting your customer account management to the field</p> <p>Join us to learn about the accelerated savings and increased customer satisfaction that come from connecting your customer account management to the field. We will showcase the out-of-the-box integration between these</p>	<p>Field Service Track</p> <p>Level 3: Room 301/302</p>

	<p>industry-leading products including Customer Solutions, Customer Experience and Field Service. Current Oracle customers will share their experiences with these products.</p> <p>Presenters: <i>Vicky Feldman, Director Product Management and Rob Gerber, Master Principal Sales Consultant, Oracle</i></p>	
3:10pm – 4:00pm	<p>Product Demo: Outage Response and Asset Management: From the control room to the field</p> <p>See how you can supercharge outage response and restoration with Oracle Field Service and our Network Management System including Operations Mobile Application. Witness how data is shared between the control room and field in real time to improve situational awareness, customer satisfaction, and safety.</p> <p>Presenters: <i>Brett Doehr, Sr. Principal Product Manager, Vicky Feldman, Director of Product Management, Jose Alanis, Master Principal Sales Consultant, Rob Gerber, Master Principal Sales Consultant</i></p>	<p>Grid Management Track combined with Field Service Track</p> <p>Level 3: Lonestar G</p>
4:00pm – 5:00pm	<p>Innovation Hub</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>