

Oracle Energy and Water Customer Edge Conference

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

Sponsored by:



Track Agenda – Opower

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	<p>General Session: Empowering Service</p> <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>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</p> <p>Presenters: Creighton Oylar, 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.</p>	JW Grand Ballroom



	<p><i>Director, Product Management; Paul McDonald Sr. Director, Opower Industry Strategy and Vanessa Richter, VP Sales, Opower, Oracle</i></p> <p>Time: 9:37 – 9:57 – Product Showcase for Opower/Customer Engagement</p> <p>Moderated by: <i>Vanessa Richter, VP of Opower Sales, Oracle</i></p> <p>Special Guests: <i>Charles King, SVP, CTO, Evergy and Elena Johnston, Manager, Digital Products & Energy Engagement, Evergy</i></p>	
8:00am – 5:00pm	<p>Networking Break: 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: Be engaged - be very engaged: The future of Opower solutions</p> <p>Prepare for a roadmap session that's far from the ordinary. We're firing up the DeLorean for a journey into the future. Join us for the white hot takes on how AI, shifts in consumer technology and behavior, and government policy are going to shake up utility customer engagement in the years ahead. Stay for a lively discussion on our vision for Opower solutions and the innovation pilots we need to run to navigate our journey to the future.</p> <p>Presenters: <i>Matt O'Keefe, GVP and Head of Opower, Jessica Bloom Serber, Director Product Management and Ryan Irwin Klausmeier, Director, Product Management</i></p>	Opower Track Level 3: Lonestar H
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</p>	JW Grand Ballroom

	<p>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: John Kochavatr, CIO and VP Customer and Digital Solutions, PGE and Terrence Robbins, SVP and CIO, STO Building Group</p> <p>Presenters: 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>Panel: The customer force awakens: Bring balance to your grid with demand flexibility</p> <p>This session is the way to uncover a new hope for your grid – engaging customers to take the right actions at the right time to bring balance and restore grid order. Whether it's when extreme weather events strike back or daily shifting with TOU rates, learn how your utility peers wielded the powerful force of behavior change to help customers adopt, engage, and take action.</p> <p>Customer Speakers: Elena Johnston, Manager, Digital Products, Energy Engagement, Evergy & Ryan Bruers, Manager Demand Management, Xcel Energy</p> <p>Presenters: Sophie Sheeline, Sr. Product Manager; Melissa Leymon, Sr. Manager, Product Strategy & Marketing, Oracle</p>	<p>Opower Track</p> <p>Level 3: Lonestar H</p>
2:50pm – 3:10pm	Break	
3:10pm – 4:00pm	<p>Product Demo: Mind ya business! Deliver personal service to your business customers</p> <p>Customer satisfaction among utility business customers could use a boost these days. Learn how utilities use Opower to engage and empower business customers with easy ways to self-serve energy insights while reducing operational costs. Also hear about the future of outbound communications and accelerating business customer program adoption from the Opower R&D team. Stick around to see how to tie it all together: how customer-facing web self-service and outbound pair with utility staff tools for KAMs, CSRs, and marketing teams.</p> <p>Customer Speaker: Dain Nestel, Director of Customer Solutions, Portland General Electric</p> <p>Presenters: Lonny Blumenthal, Group Product Manager and James Giampietro, Principal, Product Strategy & Marketing, Oracle</p>	<p>Opower Track</p> <p>Level 3: Lonestar H</p>
4:10pm – 5:00pm	<p>Partner Showcase: Empowering the Energy Future: Collaborative Strategies for IRA Program Success</p> <p>As billions of Inflation Reduction Act (IRA) program funding begins to transform the residential energy market in 2024, the synergy between state energy offices, program administrators, and utilities becomes paramount for the triumph of program implementation. Join us for a lively panel discussion in which we explore what state energy offices and IRA program administrators seek from utilities to ensure</p>	<p>Opower Track</p> <p>Level 3: Lonestar H</p>

	<p>program success and how utilities harness software solutions in innovative ways.</p> <p>Partner Presenter: <i>Devin Hampton, CEO, UtilityAPI</i></p> <p>Oracle Presenters: <i>Wendy Lohkamp, Sr. Director, Solution Management and Mary Sprayregen, Sr. Director, Global Regulatory Affairs, Oracle</i></p>	
5:15pm – 7:00pm	<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! Visit Accenture at this smokin’ cabana to experience Cigar Rolling and get yours to enjoy! 	Level 5: Pool Deck

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</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>Customer Speakers: <i>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</i></p> <p>Presenters: <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</i></p>	JW Grand Ballroom

	<i>Director, Global Industry Specialist; Brad Harkavy, VP Product and Brad Williams, VP Industry Strategy and Natalie Musick, VP Product Development, 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>Next-Gen DERMS: A comprehensive customer-to-grid platform</p> <p>From customer to the control room, distributed energy resources (DERs) are changing the traditional utility business. Join us for an in-depth, comprehensive journey through our Distributed Energy Resource Management solution (DERMS). This session will demonstrate complete customer-to-grid scenarios, from customer engagement, to detecting DERs and enrolling devices in programs, to analyzing and improving grid management. We will showcase the power of a complete platform to manage grid-edge devices, engage customers at scale, and optimize the grid.</p> <p>Presenters: <i>Sophie Sheeline, Sr. Product Manager, James Giampietro, Principal, Product Strategy & Marketing and Erin Verdugo, Lead Complex Solutions Principal Consultant and Tom Eyford, Global Industry Specialist, OT Solutions, Oracle</i></p>	Grid Management Track combined with Opower Track Level 4: JW Grand Ballroom
12:00pm – 1:00pm	Lunch	JW Grand Ballroom
1:00pm - 1:50pm	<p>The path to equity and affordability is a journey: Transform how you engage your LMI customers</p> <p>Transform the way you connect with your low- and moderate-income (LMI) customers! Join us for an interactive workshop that dives into the art and science of providing a truly holistic and equitable experience for your</p>	Opower Track Level 3: Lonestar H

	<p>most vulnerable customers. Learn ways to know your customers better, understand their unique needs, and deliver targeted information that sparks engagement and ignites program enrolment. Hear from utility peers as they share their experiences in using the Opower affordability solution to better serve their LMI customers.</p> <p>Customer Presenter: DeShaundra Jones, Sr. Director Billing Collections & Digital Experience, Washington Gas</p> <p>Presenters: Jameela Belyeu, Sr. Manager, Product Strategy, Oracle and Ryan Irwin Klausmeier, Director, Product Management</p>	
1:50pm – 2:10pm	BREAK	
2:10pm -3:00pm	<p>Crocs? Snuggie? Cargo Pants? Tailor your customer outreach with creative styles for all occasions</p> <p>Opower clients have been busy tailoring their marketing communications, web portals, and design thinking with innovative projects. Simplified enrolment pages, "one stop shops," electrification promotions, and seasonal videos. Opower clients are leveraging their existing investment to innovate and enhance their customers' experiences. Come find your new style in this engaging session!</p> <p>Customer Presenters: David Roman Ubeda, Sr. Program Manager, National Grid and Feltrin Davis, Sr. Manager Advanced Analytics, Exelon</p> <p>Presenter: Kojo Quaye, Sr. Manager, Product Strategy & Marketing, Oracle</p>	<p>Opower Track</p> <p>Level 3: Lonestar H</p>
3:10pm – 4:00pm	<p>You say you want an EEvolution: Reflecting on the long and winding road of behavioral efficiency</p> <p>It seems like just yesterday that we all started to come together to whisper words of wisdom that would help customers learn about this new thing called “energy efficiency.” When program managers and utility customers were twisting and shouting about what to do next, we held their hands to give them the tools and programs they both needed to be successful. With a little help from our utility friends, we’ll share the progress that has been made through behavioral energy efficiency programs, share the results and insights that have helped them reach their customer goals and keep the beat toward their decarbonization goals at the same time, and where the road of behavioral energy efficiency goes from here.</p> <p>Customer Presenters: Fiona Ryan, Marketing Lead for Residential Energy Efficiency, Washington Gas and Brian Wahlgren, Energy Efficiency Program Specialist, Washington Gas</p> <p>Presenters: Sanem Kiser, Manager, Quantitative Analytics and Melissa Leymon, Sr. Manager, Product Strategy & Marketing, Oracle</p>	<p>Opower Track</p> <p>Level 3: Lonestar H</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</p>	<p>Level 4: JW Grand Ballroom Foyer</p>

will have virtual reality, augmented reality, model town,
interactive self-guided demos, and much more!