

# Oracle Energy and Water Customer Edge Conference

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

Sponsored by:



## Track Agenda – Work and Asset Management

### 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	<p><b>General Session: Empowering Service</b></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><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 &amp; Meter Data Management, Southern Company; Ted Henifin, Interim Third-Party Manager, JXN Water</p> <p><b>Presenters:</b> Creighton Oyler, SVP &amp; GM Oracle Energy and Water; Geng Lin, SVP Product Development and Product Management; Brad Harkavy,</p>	JW Grand Ballroom

	<i>VP Product; Jason Duncan-Wilson, Sr. Director, Product Incubator; Jessica 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 – 12:00pm	<p><b>Roadmap: Work and Asset Management</b> Dive in for an overview of Oracle's work and asset management solutions roadmap. Learn what's next and how Oracle Work and Asset solutions are purpose-built for our customer. Also, get a sneak peek of upcoming functional capabilities.</p> <p><i><b>Presenters:</b> Rahul Desai, Director, Product Management and Daryl Hillen, Senior Principal Product Manager, Oracle</i></p>	Work and Asset Track Level 3: Lonestar F
12:00pm – 1:00pm	<b>Lunch</b>	JW Grand Ballroom
1:00pm – 1:50pm	<p><b>General Session: Empowering Transformation</b> 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><i><b>Customer Presenters:</b> John Kochavatr, CIO and VP Customer and Digital Solutions, PGE and Terrence Robbins, SVP and CIO, STO Building Group</i></p> <p><i><b>Presenters:</b> 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><b>Strategy Session: The future of utility work management</b></p> <p>The Oracle Utilities Work and Asset team will discuss how we're innovating to help you simplify and accelerate decision-making in today's fast-moving utilities industry. We'll discuss how designing solutions specifically for energy and water allows us to better provide solutions that increase efficiencies while lowering operational costs.</p> <p><b>Presenters:</b> Paul Hesby, Sr. Product Manager and Jack Lucy, Master Principal Sales Consultant, Oracle</p>	Work & Asset Track Level 3: Lonestar F
2:50pm – 3:10pm	<p><b>Afternoon Break</b></p>	Level 3: Lonestar Foyer
3:10pm – 4:00pm	<p><b>Stories from the Field: Solving today's utility challenges for water and wastewater</b></p> <p>Join us to hear about how Oracle's products are set to address the water industry's key challenges head on. This session will go through lessons from the field and show how Work and Asset Management and Work and Asset Cloud Service have been key solutions for decreasing water loss and cost for our water and wastewater customers.</p> <p><b>Customer Speaker:</b> Chris Martinson, Technology Services Manager, City of St. Paul Public Works</p> <p><b>Presenter:</b> John Eschmann III, Consulting Sales Solution Architect, Oracle</p>	Work & Asset Track Level 3: Lonestar F
4:10pm – 5:00pm	<p><b>Panel: Work and Asset customer discussion</b></p> <p>Oracle Work and Asset customers and thought leaders will share their experiences 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 Work and Asset customers.</p> <p><b>Customer Panellists:</b> Chris Martinson, Technology Services Manager, City of St. Paul Public Works, Marcus Duwe, Manager of Materials, Seminole Electric Cooperative, Inc., Thomas Fowler, Senior Technical Contract Administrator, Seminole Electric Cooperative, Inc.</p> <p><b>Presenter:</b> Paul Little, Sr. Client Success Manager, Oracle</p>	Work & Asset Track Level 3: Lonestar F
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> </ul>	Level 5: Pool Deck

	<ul style="list-style-type: none"> <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>	
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**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> 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</p> <p><b>Presenters:</b> 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	<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 – 12:00pm	<p><b>Product Demo: The industry's most complete work Management Solution:</b></p> <p><b>Work and Asset + Field Service</b></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><b>Special Guests:</b> Doug Morgenthaler, Program Engineer and Benjamin Segal, Field Applications Product Engineer, Esri</i></p> <p><i><b>Presenters:</b> 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</i></p>	Work & Asset Track combined with Field Service Track  Level 3: Lonestar F
10:30am – 12:00pm	<p><b>Predicting the Future in the World of Water: Assets, Data, and Asking the Experts</b></p> <p>Facing infrastructure funding shortfall, water utilities, and the cities and countries tasked with repairing and managing the system, are continuing to look at technology to reduce system waste and make calculated investments that will extend the life of the system. Adding to those needs are utility mandates to restructure the system to minimize operational expenses, control water safety and serve growing populations. In this session, we'll discuss the use of distribution sensors, smart pipes, and generative AI to pinpoint water loss and minimize failure with minimum interruption. We'll also explore how Blockchain can be used to help your utility in managing water quality sampling and customer service, and how decentralized water networks are helping reach new communities and lower costs. Utility, industry, and government panellists will discuss some exciting projects highlighting resilience in the world of water.</p> <p><i><b>Customer Panellists:</b> Madeleine Driscoll, P.E., Mid-Atlantic Utility Management Lead, Hazen and Sawyer; Anna Bryan-Borja, CIA, CFE, Assistant Director, Business Services, City of Austin; Tom Kucynski, Chief information Officer, Washington Suburban Sanitary Commission and Randi Jenkins, Assistant Director, Customer Experience, City of Austin</i></p> <p><i><b>Moderator:</b> Maria DeChellis, Sr. Director, Global Industry Specialist, Oracle</i></p>	Work & Asset Track  Level 3: Lonestar G

12:00pm – 1:00pm	<b>Lunch</b>	Level 4: JW Grand Ballroom Foyer
1:00pm - 1:50pm	<p><b>Partner Showcase: Asset Health and Condition Monitoring for Large Transmission Utility</b></p> <p>Learn how Abjayan worked with a large transmission utility to optimize collection, modelling, integration, and analysis of disparate system and inspection data into a unified view with Oracle Work and Asset Management and advanced analytics platform.</p> <p><i>Presenter: Rohit Pareek, Executive Vice President, Abjayan</i></p>	<p>Work &amp; Asset Track</p> <p>Level 3: Lonestar F</p>
1:50pm – 2:10pm	<b>BREAK</b>	
2:10pm -3:00pm	<p><b>Product Demo: DERMS Lifecycle</b></p> <p>Gain end-to-end visibility, control, program and event management from the control room to the grid edge and across the entire customer spectrum. Learn how Flex SCADA, Live Energy Connect, Digital Asset Cloud Service, and our Distributed Energy Resource Management System work together to monitor, control, and orchestrate DERs and their data.</p> <p><i>Presenters: Sameer Kalra, Director of Operational Technology Products, Paul Westwater, Principal Grid Product Manager, Anirban Acharya, Principal Sales Consultant</i></p>	<p>Work &amp; Asset Track combined with Grid Management Track</p> <p>Level 3: Lonestar G</p>
3:10pm – 4:00pm	<p><b>Strategy Session: Let's Get Together!</b></p> <p>Assets are the heart of all we do to provide sustainable, reliable, affordable energy and water. It is critical, then, that we leverage data to deliver the most value possible to customers from our investment of limited human and financial resources. This session will include updates on your Oracle team's efforts to connect its people and technologies to bring digital solutions to market that accelerate value, drive efficiency, and increase efficiency throughout the asset lifecycle. Topics will include:</p> <ol style="list-style-type: none"> <li>1. Our industry unit's structure and the power of the "One Oracle" utilities ecosystem</li> <li>2. Oracle's point of view on the asset lifecycle and its digitization</li> <li>3. Industry Solutions being developed to reduce implementation time and labor</li> </ol> <p><i>Presenters: Jack Lucy, Master Principal Sales Consultant; Maria DeChellis, Senior Director, Global Industry Specialist Kristin DeSha, Global Product Strategy Director and Dave Bullard, Customer and Industry Value Engagement Director, Oracle</i></p>	<p>Work &amp; Asset Track</p> <p>Level 3: Lonestar F</p>
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</p>	Level 4: JW Grand Ballroom Foyer

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