

Oracle Customer Edge Summit 2026

Open a World of Opportunities with AI

Austin, TX | April 12-14, 2026

Track Agenda – Customer Engagement and Experience (subject to change)

Sunday, April 12

TIME (CDT)	TRACK	LOCATION
1:00pm – 6:00pm	Registration	Level 4 JW Grand Ballroom Foyer
4:30pm – 6:00pm	Sponsor Solutions Gallery, Oracle Product Demos and Industry Suites Showcase Meet & Greet - Reception	

Monday, April 13

TIME	TRACK	LOCATION
7:00am – 5:00pm	Registration	Level 4 JW Grand Ballroom Foyer
7:30am – 8:15am	Breakfast	
8:30am – 9:30pm	Opening Keynote: AI Changes Everything Welcome to the Oracle Customer Edge Summit! While AI is reshaping business, the infrastructure industries are in many ways shaping AI. In this session, we'll discuss infrastructure growth and its implications across the engineering, construction, and utilities industries, the ways in which AI is changing the ways in which we approach the work, take a deep dive into some of Oracle's latest AI-driven innovation, and much more.	JW Grand Ballroom
9:45am – 10:30am	Utility Industry Keynote: Empowering AI-driven innovation for utilities	
10:45am – 11:30am	Construction and Engineering Industry Keynote: Empowering AI-driven innovation for engineering and construction	
10:45am – 11:30am	The Oracle Customer Platform Vision (1102) This session covers Oracle's strategy to bring together the capabilities of its customer platform into a single, unified application experience—built with Oracle's Redwood design language. Attendees will see how the initiative builds on the strengths of Oracle's Customer Information System (CIS), expanding the	Lonestar D Combined session with Customer Service & Billing and Metering



	<p>capabilities needed for today's digital utility to improve service and support stronger customer engagement. We'll share early prototypes, highlight key priorities for the initial release, and provide a look ahead what's next on the roadmap.</p> <p>Oracle Presenters: Nam Nguyen, Director Product Management and Jen Lee, Senior Design Manager, Oracle</p>	
11:30am – 12:00pm	Break & Visit the Sponsor Solutions Gallery, Oracle Product Demos and Industry Suites Showcase	
12:00pm – 1:00pm	Lunch	See signage for all locations
1:00pm – 2:45pm	<p>Energizing What's Next: Oracle's Vision for Modern Utility Customer Engagement</p> <p>Utilities are navigating a fast-shifting environment—rising cost pressures, accelerating load growth, tighter regulatory demands, increasing grid constraints, and rapidly changing customer expectations. In this roadmap and vision session, we'll share an updated view of the industry trends shaping utility customer engagement and how Oracle Opower is helping utilities respond. We'll highlight recent product innovations designed to improve affordability and equity outcomes, deepen personalization across diverse customer needs, and strengthen engagement across digital and program channels. Finally, we'll preview what's coming next on our product roadmap to help utilities stay resilient and customer-centric in a dynamic energy future.</p> <p>Oracle Presenters: Matt Okeefe, GVP, Head of Opower, and Ryan Irwin Klausmeier, Senior Director, Product Management, Oracle</p>	Lonestar F
2:45pm – 3:15pm	Break & Visit the Sponsor Solutions Gallery, Oracle Product Demos and Industry Suites Showcase	
3:00pm – 5:00pm	<p>Optional Workshop: Interactive Agentic AI Workshop: Reimagining our Work Experience with AI Agents (1095)</p> <p>This interactive workshop will immerse participants in the transformative potential of AI agents in the utility industry. Attendees will witness demonstrations highlighting the practical capabilities of advanced AI agents. Following these demonstrations, participants will engage in a collaborative ideation session designed to spark creativity and develop innovative, actionable AI agent use cases tailored to their organization's unique needs. This workshop empowers industry professionals to envision and implement practical AI strategies that drive efficiency, productivity, and competitive advantage in their daily work.</p> <p>Oracle Presenter: Ashish Agarwal, Senior Director, Industry Labs, Oracle</p>	402/403
3:15pm – 4:00pm	<p>Delivering Watt's Next: Road-Tested Tactics for Modern Energy Efficiency (1142)</p> <p>Residential profiles are growing more complex—electrification, evolving rates, and DERs—creating new segmentation and messaging challenges. We'll share cross-utility trends and common challenges, then spotlight SMUD's strategy to balance peak reduction with persistent annual savings using Opower HERs and Load Shifting, including Peak-Focused HERs. We'll close with actionable next steps: new EE experiences for DER customers and Test & Learn pilots to design for both peak and savings persistence.</p> <p>Oracle Presenters: Pauline Marcou, Principal, Product Strategy, Opower Energy Efficiency and Dan Fredman, Principal Product Manager, Opower HER, Oracle</p>	Lonestar F
4:15pm – 5:00pm	Well-Behaved Virtual Power Plants: Reliable Flex at Scale (1143)	Lonestar F

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	<p>Not all Virtual Power Plants behave the same - as utilities scale demand flexibility, predictability and customer engagement matter as much as device automation.</p> <p>In this session, we explore how utilities can build “well-behaved” VPP portfolios by combining Behavioral Demand Response, Peak Time Rebates, EV load shifting, and device control orchestration. Learn how utilities are using Oracle solutions to deliver measurable peak reduction while improving customer experience and program economics.</p> <p>Customer Presenters: TBD Oracle Presenters: James Giampietro, Director, Product Strategy and Matt Gerhardt, Group Product Lead, Oracle</p>	
5:30pm – 7:00pm	Customer Edge Reception	Pool Deck – Level 5

Tuesday, April 14

TIME	TRACK	LOCATION
7:00am – 2:00pm	Registration	
7:30am – 8:15am	Breakfast	
8:30am – 9:30am	Opening Session: Empowering resilience: Celebrating our customers	
9:30am – 10:00am	Break & Visit the Sponsor Solutions Gallery, Oracle Product Demos and Industry Suites Showcase	
10:00am – 10:45am	<p>Agentic AI for Customer Self-Service: Instant Answers, Happier Customers (1114)</p> <p>In the rush to automate customer experience, the gap between simple chat interfaces and true problem-solving remains wide. This session explores the development of an Agentic Self-Service Platform designed to bridge that gap by functioning as a central reasoning engine rather than a basic chatbot. We will detail the integration of a core AI Agent with CCS (Customer Communication Services) and Opower, creating a unified ecosystem capable of executing complex tasks across disparate systems. Grounded in rigorous UX Research, this project demonstrates how to translate user mental models into a structured logic layer that guides the agent’s decision-making. By simulating high-value support interactions, the platform is engineered to proactively intercept and resolve complex inquiries, with the goal of significantly reducing the volume of high-cost calls to the center.</p> <p>Oracle Presenters: Erik Hobbie, Product Manager and Karina van Schaardenburg, Director, Design and Research (Opower), Oracle</p>	<p>Lonestar D</p> <p>Combined session with Customer Service & Billing</p>
11:00am – 11:45am	<p>No Customer Left Behind: Affordability Strategies That Meet Customers Where They Are (1116)</p> <p>Energy and Water companies are evolving how they support financially vulnerable customers—combining empathy, program innovation, policy revisions, and data-driven decisioning to improve customer outcomes while reducing arrears. In this session, affordability leaders share what’s working in the field: outreach approaches that build trust, program and payment options that reflect real customer circumstances, and the analysis used to target assistance effectively and measure impact. Join these “affordability pioneers” for practical ideas you can take back to your organization—so you can strengthen engagement, improve collections outcomes, and deliver on the commitment: No Customer Left Behind.</p>	<p>Lonestar D</p> <p>Combined session with Customer Service & Billing</p>

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Oracle Moderator: Maria DeChellis, Global Industry and Customer Advisor, Oracle
Customer Presenters: TBD

11:45am – 1:00pm	Lunch	
1:00pm - 1:45pm	Affordability Beyond Vulnerable Customers: A Layered Approach to Predict, Prevent, and Personalize Outreach for Every Customer (1146) Affording and managing utility bills affects every customer segment. Bill stress can hit any income level, so the shift to proactive, data-driven engagement is critical. In this session, we'll show what works at scale through high bill alerts and personalized outreach that drives timely self-service and guides customers to relevant programs, including billing programs, financial assistance, and rate adoption. You'll hear how utilities use predictive analytics, user-tested messaging, and personalized digital journeys, and we'll share what we are building next, including payment deep linking to make it easy for customers to make payments on their bill. Oracle Presenters: Jameela Belyeu, Product Strategy Manager and Lonny Blumenthal, Senior Principal Product Manager, Oracle	Lonestar F
2:00pm - 2:45pm	Taking Care of Business: How Utilities are Winning with Business Customer Engagement and What's Next (1147) Business customers are among the hardest to engage, and the stakes are rising. They face complex energy needs, rising costs, billing complexity, and limited access to relevant insights or proactive utility communication. What works to engage business customers at scale? In this session, we'll share proven strategies utilities use today, from data-driven insights that help businesses manage energy use to personalized communications that drive action and satisfaction. You'll hear directly from MidAmerican on their approach and results. We'll also preview what's next, including multi-site trend insights, business-type targeting, and deeper cost insights through commercial rate modelling. Oracle Presenters: Jameela Belyeu, Product Strategy Manager and Lonny Blumenthal, Senior Principal Product Manager, Oracle	Lonestar F
2:45pm – 3:15pm	Break & Visit the Sponsor Solutions Gallery, Oracle Product Demos and Industry Suites Showcase	
3:15pm – 4:00pm	How Opower Innovates: Inside our Test and Learn Program (1148) Utilities are under pressure to move faster but need to do so in a way that minimizes risk to key outcomes. In this session, we'll share how structured experimentation and advanced segmentation enable confident validation of new ideas. We'll highlight a few real-world case studies that directly informed R&D, discuss your current priorities, and explore collaborative testing opportunities to support the evolving customer. Presenters: Karina van Schaardenburg, Director, Design and Research (Opower) and Sanem Kiser, Associate Director, Analytics, Oracle	Lonestar F
