

ORACLE®
Utilities

NEW ISSUE
NO. 1

THE CLOUD



K. CLOUDNESS IS SUPER EXCITED ABOUT THIS FIRST DAY AT UTILITY POWER.



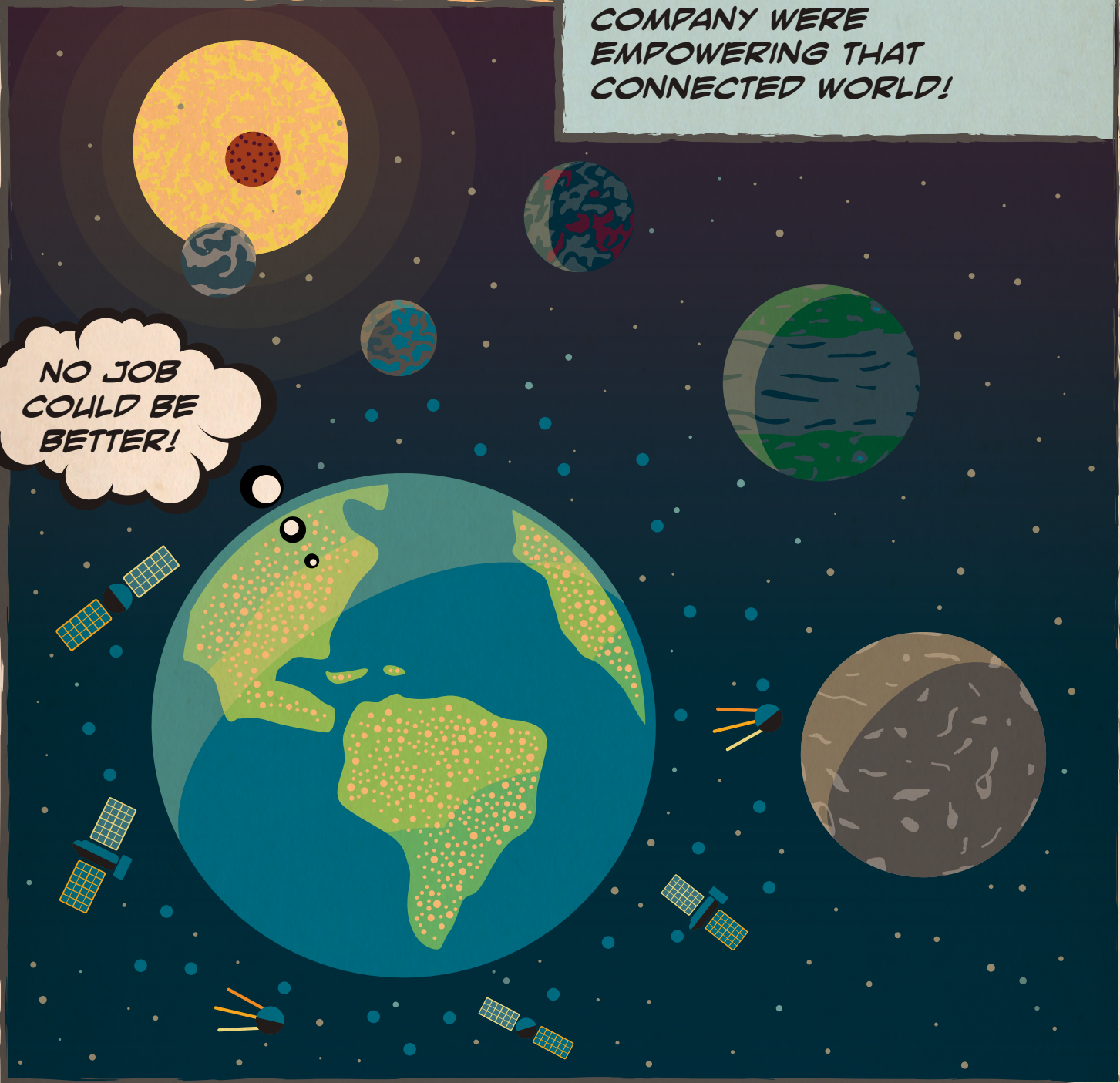
K. CAN'T WAIT TO GET STARTED.

K.'S CO-WORKERS WERE DEDICATED...

**THE WORLD WAS GETTING
MORE CONNECTED...**

**AND, OF COURSE, K. AND
COMPANY WERE
EMPOWERING THAT
CONNECTED WORLD!**

**NO JOB
COULD BE
BETTER!**



BUT AFTER A FEW WEEKS...



THE QUESTIONS BEGAN TO BUBBLE...

*CAPEX VS. OPEX QUESTIONS, EFFICIENCY AND
COST SAVINGS QUESTIONS, SCALABILITY AND
SPEED QUESTIONS...*

WHEN K. ASKED THE BOSS THESE QUESTIONS...



**THAT'S
WHY WE
HIRED
YOU**

**YOU
HAVE THE
POWER!**

IT WAS FATE, THIS SUPERHERO'S JOURNEY. WITH 97% OF UTILITY EXECUTIVES USING OR PLANNING TO USE THE CLOUD, K.'S ORIGIN STORY WAS MEANT TO BE.

SO K. TOOK A COFFEE BREAK
AND LOOKED WITHIN...



K. THOUGHT AS SMART AS K. COULD
THINK-AND THEN THOUGHT SMARTER

K. PONDERED THE
POSSIBILITIES AS
MUCH AS K. COULD
PONDER-AND THEN
PONDERED MORE



K. DOVE AS DEEP
INTO THE DIGITAL
WORLD AS K.
COULD DIVE-AND
THEN DOVE
DEEPER





AND, SUDDENLY-QUITE SUDDENLY-MEEK
AND MILD-MANNERED K. CLOUDNESS

BECOMES OUR HERO...

THE CLOUD, A TRANSFORMATION NOT FROM A SPIDER BITE OR A COSMIC EVENT BUT DRIVEN FROM PURE PRACTICALITY, AN INTERNAL METAMORPHOSIS TO MEET THE NEEDS OF THE MODERN UTILITY. THE CLOUD IS A SUPERHERO MADE FROM GUMPTION, FROM INNER INNOVATION-NOT FROM CHANCE.

AND NOW THE CLOUD REIGNS!

DEFEATING THESE VILLAINS DAILY:

THE EVIL OF
INEFFICIENCIES

THE HORRORS OF
HIGH COSTS

POW!

BAM!

CRUSH!

BOOM!

THE
SCOURGE OF
SECURITY
FEARS

...AND THE CACOPHONY
OF AGILITY AND ACCESS
CONCERNS!

THE CLOUD... PROMOTING SCALABILITY,
STANDARDIZATION AND A SMARTER WAY
FOR UTILITIES TO WORK.

*WORK & ASSET
MANAGEMENT*

*FIELD
SERVICES*

*ENERGY
EFFICIENCY*

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**KEEP AN EYE OUT FOR
THE NEXT EXCITING
ADVENTURE OF THE
CLOUD!**