

# Oracle Digital Asset Analytics

## Unlocking Insights to Optimize Distributed Energy Resources

As utilities integrate increasing numbers of Distributed Energy Resources (DERs) such as solar panels, battery storage, and electric vehicles into the grid, managing these assets becomes increasingly complex. Challenges include tracking program enrollments, understanding customer participation trends, and evaluating the performance of various DER programs. Without comprehensive analytics, utilities may struggle to optimize program designs, maintain participation levels, and ensure grid reliability.

### What is Oracle Digital Asset Analytics?

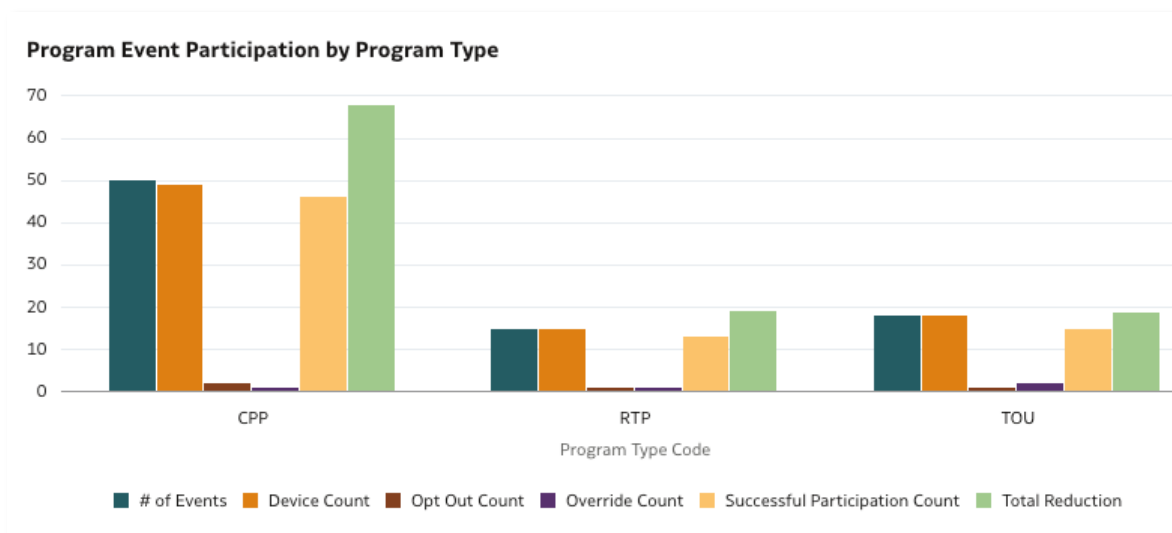
**Oracle Digital Asset Analytics**, part of the **Energy and Water Data Intelligence (EWDI) platform**, provides utilities with powerful tools to analyze and optimize demand response and energy efficiency programs.

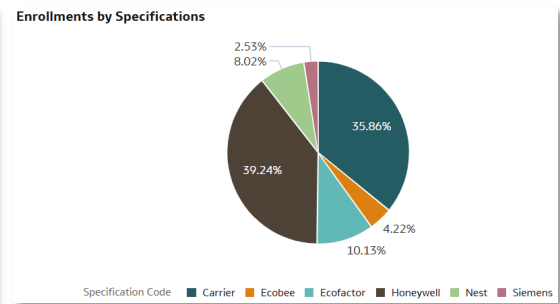
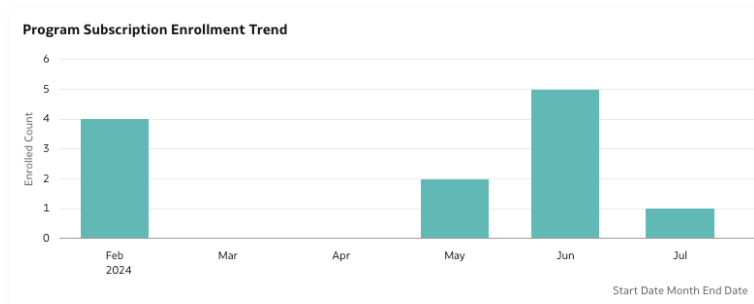
By leveraging prebuilt subject areas, dashboards, and data pipelines from **Oracle Utilities Digital Asset Cloud Service**, utilities can gain actionable insights into program participation, asset performance, and customer behavior. This enables data-driven decisions to enhance program effectiveness and grid integration of DERs.

### Key Capabilities

#### Program Subscription Analysis

Monitor and analyze enrollment trends across various DER programs. Understand patterns in customer sign-ups, un-enrollments, and re-enrollments to identify factors influencing participation. This insight helps in refining program outreach and design to boost engagement





## Program Performance Evaluation

Assess the effectiveness of DER programs by examining performance metrics and outcomes. Identify which programs deliver the most value and where improvements are needed, facilitating strategic planning and resource allocation.

## Customer Participation Insights

Gain a deeper understanding of customer behaviors and preferences related to DER programs. Analyze demographic and usage data to tailor programs that meet customer needs and encourage sustained participation.

## Customizable Dashboards and Reports

Utilize prebuilt dashboards or create custom visualizations to track key performance indicators relevant to your utility's goals. Empower business users to generate reports without extensive IT support, promoting agility in decision-making.

## Why Choose Oracle Digital Asset Analytics?

Oracle Digital Asset Analytics delivers ready-to-use insights to help utilities manage and optimize distributed energy programs. Built on the EWDI platform, it empowers business users to track performance, customize dashboards, and make data-driven decisions—without relying on IT. With seamless integration to Oracle's Digital Asset Cloud Service, support for third-party data, and enterprise-grade scalability from Oracle Cloud Infrastructure, it offers a secure, flexible foundation for smarter DER strategies.

## Get Started

Oracle Digital Asset Analytics is available for Oracle Utilities Digital Asset Cloud Service customers. Contact your Oracle sales representative or visit <https://engage.oracle.com/energyandwaterdataintelligence> for more information.

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