

ENERGY AND WATER

Unlock Endless Possibilities

Enabling a resilient and modern organization for the journey ahead



Energy and water

Leading utilities will thrive by rapidly adapting, creating new revenue streams, and offering value-added services in a shifting industry. Increased automation is essential to overcoming operational challenges, requiring smarter solutions that provide seamless data access and embedded AI for better decision-making and efficiency.

Key imperatives for energy and water

- 1** Navigate the energy transition and changing power demand
- 2** Develop secure, scalable, and automated systems to support innovation
- 3** Promote sustainability and increase reliability while serving all communities equitably

Forces shaping the energy and water industry

INDUSTRY CHALLENGES

Navigating the energy transition

Siloed operating models create lack of business agility and stifle innovation, limiting the ability to capitalize on sustainable development.

Managing grid resiliency

Lack of real-time operational intelligence to effectively de-risk aging assets and properly plan for next-generation infrastructure to manage renewables.

Reimagining the customer dynamic

Limited insights to manage evolving customer preferences, build new business models, and expand new B2B and B2C channels.

De-risking critical infrastructure

Lack holistic view of cyber and physical threats, which lead to compromised systems, increased risk, poor reliability, and lower customer satisfaction.

Net zero compliance

Inability to navigate shifting financial, operational, and regulatory battle lines due to fragmented planning and strategy systems, leading to poor performance.



1: Create the next generation of energy

The global shift to electric means that oil and gas suppliers must deliver on today's needs while planning for tomorrow's. This requires new products and services and close attention to changing government mandates.

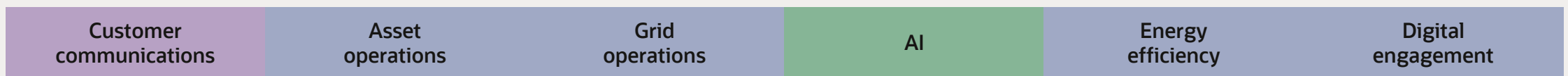
Recommended actions:

- Understand customer demand to balance current and future needs
- Implement smarter ways of planning and manufacturing within your organization
- Test and innovate new solutions

How to get started:

- Understand demand and regulatory changes by region
- Identify data sources for accurate profitability analysis
- Determine the right KPIs to measure investments and outcomes

Oracle capabilities enabling strategic goals



2: Improve grid reliability

Real-time insights combined with contextual and geophysical data can de-risk aging assets, improve grid reliability, enable peak and load shifting programs, and build a next-generation interoperable infrastructure to manage renewable disruption.

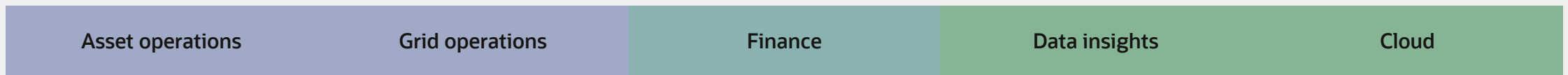
Recommended actions:

- Invest in modernizing your technology stack to a real-time, connected cloud
- Create scalable infrastructure to manage the disruption from renewable energy sources

How to get started:

- Identify aging assets and create a plan for modernization
- Seek to use sensors and automation to maximize intelligence

Oracle capabilities enabling strategic goals



3: Turbocharge customer interactions

Efficiently access your target market, track omnichannel engagement, enable AI responses to standard inquiries, both internal and external, turbocharge customer service, and closely manage discounting and margins.

Recommended actions:

- Create a cohesive customer experience that spans all channels
- Use generative AI to hyper-personalize customer interactions in all channels
- Improve targeting and management of customer opportunities and profitability

How to get started:

- Identify disparate sources of customer and product data
- Collect data about discounts and pricing
- Learn about AI possibilities

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4: Secure everything

Implement converged, intelligent cyber-resilience planning with integrated data and cyber-physical security, along with governance strategies across security domains, to rapidly identify, prevent, and mitigate threats.

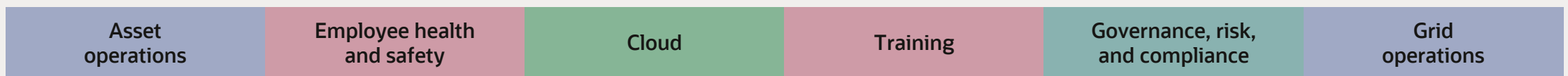
Recommended actions:

- Use secure cloud technology for always-current compliance and threat protection
- Implement modern employee health and safety systems to keep workers safe
- Track and measure adherence to changing compliance needs

How to get started:

- Understand key regulatory and compliance requirements for consumers and workers
- Learn about modern technologies that can improve worker safety, such as sensors and VR/AR
- Plan a cloud modernization for aging systems that expose security risks

Oracle capabilities enabling strategic goals



5: Evolve profitably

Refine processes to communicate and deliver greater project profitability. Focus on efficient execution and advanced analytics that show where you are making and losing money.

Recommended actions:

- Invest in modernizing your technology stack to a real-time, connected cloud
- Get granular about profit margins and business results
- Manage your people to think differently about the holistic costs of running the business—and give them modern tools for actionable insights

How to get started:

- Analyze existing financial and operational data
- Use predictive analytics to improve profitability and forecasting
- Get key pieces of data together that show real profitability—spanning procurement, human resources, travel, supplies, and more
- Learn how AI can boost efficiency and optimization

Oracle capabilities enabling strategic goals



Internal questions to get going

Data: Governance and control

Do we feel like we have clear controls and governance in the utilization of our data?

Do we understand how to implement successful change management procedures?

What compliance and audit costs do we frequently run into?

Cloud adoption

Do our associates feel like they're working with modern technology?

What kind of upskilling will our teams need to administer and adopt this kind of cloud technology?

Can we risk losing our top talent to other firms with more modern technology?

Which teams do we foresee being the hardest to enable? Fastest?

Finance and planning modernization

What kind of analytics and insights do we need on day one of going live?

What are the biggest regulatory and compliance risks we regularly face?

Do we have a clear understanding of our chart of accounts?

Do we prefer to have all of our data stored in our general ledger, or do we consolidate before entering into the general ledger?

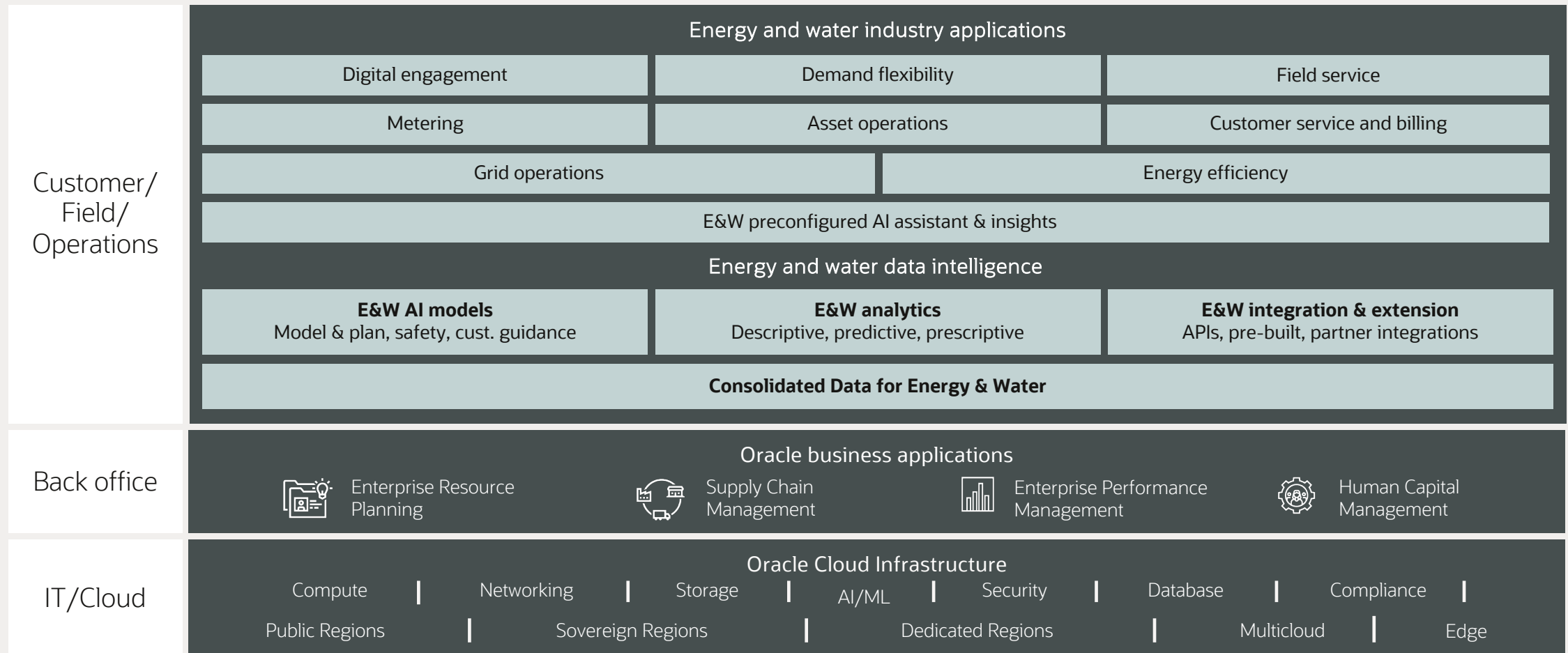
System architecture and consolidation

Do IT silos hurt our business?

Do we run on a modern cloud technology stack?

Oracle industry suite for energy and water

Future-proof your business with a secure, scalable, high performance cloud



Why Oracle?

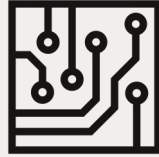


Complete suite

Best-of-breed apps designed and built based on customer needs—with AI throughout.

Industry-specific apps, finance, HR, supply chain, manufacturing, marketing, sales, service, and analytics built to work together.

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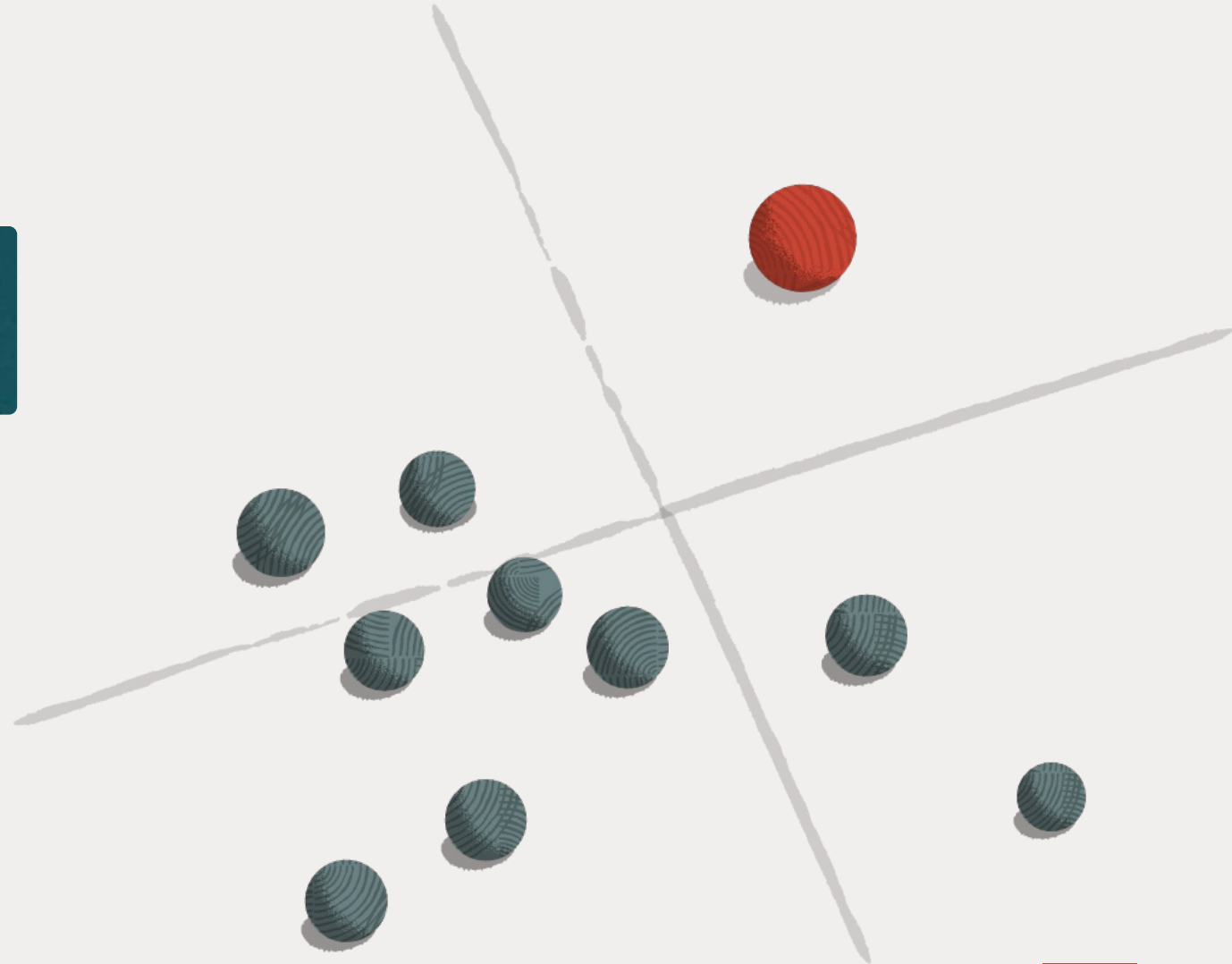

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Number of times top-tier analyst firms placed Oracle in a leadership position over the last 36 months





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