Oracle Playbook

UTILITIES

Unlock Utility Transformation

Enabling a resilient and modern organization for the journey ahead

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Utilities

Leading utilities will thrive by rapidly adapting, creating new revenue streams, and offering value-added services in a shifting industry. Increased automation and use of AI are essential to overcoming operational challenges, making better decisions, and delivering better experiences.

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Key imperatives for utilities

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

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Forces shaping the utility 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.

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.

VISION OF SUCCESS

Click on a section to learn more.

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1: Create the next generation of energy

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

Recommended actions:

- Use customer demand insights to make better decisions
- Implement smarter ways of planning
- Support hybrid power systems
- Evolve pricing and billing for the modern era, including time-of-use pricing

How to get started:

- Improve segmentation capabilities to gain a more granular picture of demand
- Identify data sources for accurate profitability analysis
- Determine the right KPIs to measure investments and outcomes

Oracle capabilities enabling strategic goals

Customer communications	Asset operations	Utilities operations	AI	Energy efficiency	Digital engagement

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2: Improve resiliency and reliability

Real-time insights combined with contextual and geophysical data can de-risk aging assets, improve 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 capable of secure communication to edge and customer devices.
- Improve system load forecasts through AI.
- Use AI agents to analyze historical and real-time energy consumption data and weather forecasts and adjust energy distribution accordingly.

How to get started:

- Identify aging assets and create a plan for modernization.
- Equip systems with sensors to increase intelligence and insights.

Oracle capabilities enabling strategic goals

Asset management	Utilities operations	Enterprise communications	Data insights	Agentic AI

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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:

- Improve customer behavior predictions to improve operations – such as churn and program participation.
- Improve anomaly detection so that customers get more accurate bills with fewer service calls.

How to get started:

- Use generative AI to personalize customer communications.
- Leverage AI to create relevant next-best offers.
- Segment customer populations and use predictive analytics to get ahead of payment risks.

Oracle capabilities enabling strategic goals

Energy reports and recommendations	Demand management	Utilities operations	Generative AI	Peak utilization

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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

Asset operations	Employee health and safety	Cloud	Training	Governance, risk, and compliance	Utilities operations

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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:

- Use AI to optimize asset maintenance.
- Reduce unnecessary dispatch calls through better, more intelligent anomaly checks.
- Improve profitability through holistic cost analysis in areas such as route optimization and overtime.

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.

Oracle capabilities enabling strategic goals

Finance	Profitability analysis	Asset Operations	Energy Efficiency	AI	Procurement

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Internal questions to get going

Business drivers and objectives

What are your top customer experience priorities for the next 12–24 months?

How do you currently measure customer satisfaction and engagement?

What challenges do you face with customer service or digital engagement?

What are your goals for customer self-service adoption?

Utilities operations

How are you managing increased complexity from renewables, storage, and EVs?

How do you ensure resilience and reliability during extreme weather or changing demand?

Where are the biggest inefficiencies in your network (e.g., leakage, maintenance, workforce)?

What challenges do you face in adopting predictive maintenance at scale?

What innovations are you exploring to optimize field operations and emergency response?

Finance and planning modernization

Are we good at budgeting and scenario planning?

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

Do we have a clear understanding of profitability?

System architecture and data

Do IT silos hurt your business?

Which customer information and billing systems do you use?

How easily can you access and share data within and outside your organization?

Do data silos hinder your ability to deliver a seamless customer service and experience?

How do you expect AI and analytics to improve operations and efficiency?

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Four key elements to your success

Leadership defines vision/urgency for AI adoption, alongside commitment to customer success and continuous improvement.

Processes are continually reimagined to **streamline** operations and **empower** people to focus on higher-value work.

Oracle provides everything you need to deploy best-in-class applications and continuously innovate – with AI and agentic at the core.

Benefit from a unified data model provided by Oracle's end-to-end technology stack and invest in data governance.

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Oracle Utilities – Integrated energy utility

AI-powered Utilities Industry Business Capabilities

Utilities operations

Customer experience	Sales and customer service		Meter data management	Communications	Field service	Asset management	Network distribution management	Capital project execution	
Customer Self-service	**Custom offerings**	**Account management**	**Meter data storage**	**Personalized alerts**	**Work routing**	**Network and device management**	**Network management**	**Capital budget planning**	**Project scheduling**
Business customer Engagement	Product and rates Engagement	Rates and billing	Usage analysis	Service-based offers	Mobile work dispatch & execution	Preventative maintenance	Distribution management	Portfolio management	Risk management
Agent experience	Opportunity management	Payments and collection	Prosumer device Communication mgmt.	Service-driven notifications	Field workforce mgmt.	Asset performance	Outage management	Resource management & optimization	Facility management
Issue management	Contract renewal	Service management	**Device management**	Channel/preference mgmt.	**Service work management**	Operational asset management	Virtual power plant	Cost mgmt. & controls	Document mgmt. & Collaboration
Energy program engagement		Program management	Measurement devices management		Short-cycle field orders		Network capacity/ flexible interconnection	Construction and capital project mgmt.	
Financial assistance engagement	Sales lifecycle management	C&I account mgmt.	Measurement and usage	Campaigning (non-real time)	Smart orchestration	Maintenance work management	Event management	Contractor payment management	Construct contract Management

Enterprise operations

Finance and performance		Acquire to build	Engagement	Human resources
Global accounting	Financial close, & consolidations	Inventory management	Supplier engagement	Global HR
Payables management	Performance management	Procurement management	Marketing	Skills and certifications
Cash management	Project financial management	Fixed asset management	Branding and messaging	Talent management
Expense management		Supplier management	Customer data management	Compensation and benefits management

Enterprise Data Intelligence

Data visualization & insights (analytics)	Predictive & prescriptive intelligence	AI agents

Cloud Infrastructure

Services	Compute	Networking	Storage	AI/ML	Security	Database	Compliance
Deployments	Public regions	Sovereign regions	Dedicated regions	Multicloud	Edge		

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Oracle Utilities – Energy retail/supplier

AI-powered Utilities Industry Business Capabilities

Utilities operations

Commercial management		Customer experience	Customer service		Meter data management	Communications	
Cross Sell/Upsell	Product Offering	Usage Insight*	Account Management	Account/Aggregator Management	Meter Data Storage	Personalized Alerts	Financial Assistance Engagement
Program Management	Product Bundling	Agent Experience*	Rates and Billing	Market Transaction Management		Service-based Offers	Energy Program Engagement
Loyalty		Energy Program Engagement*					
Contract Retention/ Renewal	Prospect to Contract	Event-driven engagement (opt-in)*	Payments and Collection	Program Management	Usage Analysis		
Prosumer Contract Mgmt.	Opportunity/Lead Management	Business Customer Management	Service Management	C&I Account Mgmt.		Service-Driven notifications	Channel/Preference Management

Enterprise operations

Finance and performance		Acquire to build	Engagement	Human resources
Global accounting	Financial close, & consolidations	Inventory management	Supplier engagement	Global HR
Payables management	Performance management	Procurement management	Marketing	Skills and certifications
Cash management	Project financial management	Fixed asset management	Branding and messaging	Talent management
Expense management		Supplier management	Customer data management	Compensation and benefits management

Enterprise Data Intelligence

Data visualization & insights (analytics)	Predictive & prescriptive intelligence	AI agents

Cloud Infrastructure

Services	Compute	Networking	Storage	AI/ML	Security	Database	Compliance
Deployments	Public regions	Sovereign regions	Dedicated regions	Multicloud	Edge		

* Where applicable to the customer

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Oracle Utilities – Distribution system operator (deregulated market)

AI-powered Utilities Industry Business Capabilities

Utilities operations

Customer experience	Commercial management	Service management	Device management	Field service	Asset management	Network and distribution management		Capital project execution	
Usage insight*	Rates engagement	Service management	Prosumer device Technical mgmt.	Work scheduling	Network and device management	Network management	Network capacity / flexible interconnection	Capital budget planning	Project scheduling
Agent experience*	Pricing	Rates and billing	Measurement devices	Mobile work dispatch & execution	Preventative maintenance	Distribution management	Event management	Portfolio management	Risk management
Energy program engagement*	Quotation	Payments and collection (receivables mgmt.)	Measurement and usage	Field workforce management	Asset performance			Resource management & optimization	Facility management
Event-driven engagement (opt-in)*		Program management	**Service work management**	**Communications**		Outage management	Network capacity/ flexible interconnection	Cost management & controls	
Business customer Management	Contract	Customer service (Initiation or outage)	Short-cycle field orders	Service-related	Maintenance work management			Construction and capital project mgmt.	Document mgmt. & collaboration
Retailer engagement / aggregator	Opportunity to sales management	Market messaging	Field orchestration	Channel management	Operational asset management	Virtual power plant	Event management	Contractor payment mgmt.	Construct contract mgmt.
		Market settlement							

Enterprise operations

Finance and performance		Acquire to build	Engagement	Human resources
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Payables management	Performance management	Procurement management	Marketing	Skills and certifications
Cash management		Fixed asset management	Branding and messaging	Talent management
Expense management	Project financial management	Supplier management	Customer data management	Compensation and benefits management
				Recognition / Rewards management

Enterprise Data Intelligence

Data visualization & insights (analytics)	Predictive & prescriptive intelligence	AI agents

Cloud Infrastructure

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Deployments	Public regions	Sovereign regions	Dedicated regions	Multicloud	Edge		

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Oracle Utilities – Water

AI-powered Utilities Industry Business Capabilities

Utilities operations

Customer experience	Sales and customer service		Meter data management	Communications	Field service	Asset management	Capital project execution	
Customer Self-service	Custom offerings	Account management	Meter data storage	**Personalized alerts**	Work routing	Network and device management	Capital budget planning	Project scheduling
Business customer Engagement	Product and rates Engagement	Rates and billing	Usage analysis	Conservation program	Mobile work dispatch & execution	Preventative maintenance	Portfolio management	Risk management
Agent experience	Opportunity management	Payments and collection	**Device management**	Service-driven (outage)	Field workforce mgmt.	Asset performance	Resource management & optimization	Facility management
Issue management	Contract renewal	Service management	Measurement devices	Channel/preference mgmt.	**Service work management**	Operational asset management	Cost management & controls	Document mgmt. & Collaboration
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Enterprise operations

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Enterprise Data Intelligence

Data visualization & insights (analytics)	Predictive & prescriptive intelligence	AI agents

Cloud Infrastructure

Services	Compute	Networking	Storage	AI/ML	Security	Database	Compliance
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Additional ways Oracle serves Utilities

Secure Network

Connect unified communications, contact centers, carriers, security, compliance, and AI across hybrid and multicloud environments. With open, policy-driven orchestration, you retain carrier control, preserve dial plans, and unify security and compliance.

Connected Utility Operations

Connect grid infrastructure, field assets, and operational systems to collect telemetry, enable digital twins, and transform real-time operational data into actionable insights. Help improve grid reliability and resiliency, support predictive maintenance, help optimize energy distribution, and enhance outage response while enabling smarter, more sustainable utility operations.

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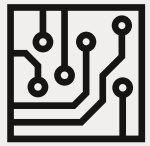
Why Oracle?

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.



Best Cloud Technology

Next-generation Oracle Cloud Infrastructure (OCI) with the performance, security, and availability to run your mission-critical operations.

Cloud regions worldwide for commercial and government needs.

Award-Winning Design

Award-winning consumer-grade+ user experience built with Redwood Design System.

The same tools for all developers to easily personalize, extend, and build applications.

Self-learning and self-improving applications.

Committed to Your Success

Oracle Customer Success Services helps you maximize your cloud investment with proactive support, expert guidance, and comprehensive tools and best practices.

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Committed to your success

Oracle Cloud Success Navigator

Achieve Cloud transformation objectives

Cloud success starts with projects that are delivered on time, on budget, and done right the first time. Leverage standards from +10K implementations with AI guided actions, role-level ownership, and accountability across your team, Oracle, and your SI to achieve success faster.

Confident design decisions deliver exceptional results

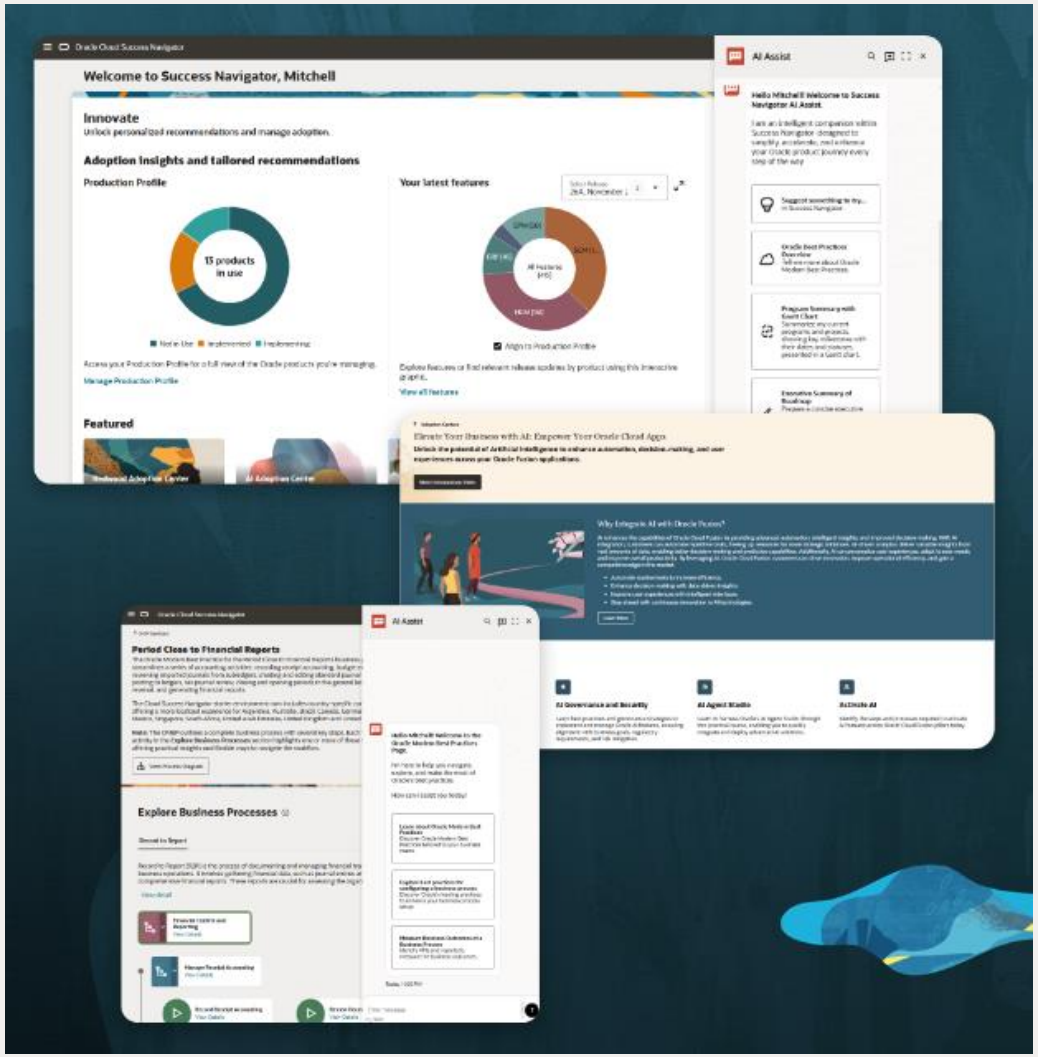
Oracle Modern Best Practices and Oracle University modules establish knowledge of your Oracle solutions and help reduce customization risk. Hands on application practice through Starter Configuration helps drive decisions from experience.

Increase your investment's value with AI and innovations

Help reduce cycles and costs while AI identifies gaps and expedites planning. Consolidated release materials with customizable Adoption Roadmaps drive business and IT alignment.

Leverage AI every step of the cloud journey

AI agents shape your journey and create tailored strategies for ongoing evolution. Empower teams and increase satisfaction by directing resources toward value innovation not tedious administration.



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Extensive partner ecosystem

+20,000

Partners and ISVs

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cognizant

Deloitte.

IBM

Infosys
Navigate your next

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apps associates

HURON

Palantir

Red Hat

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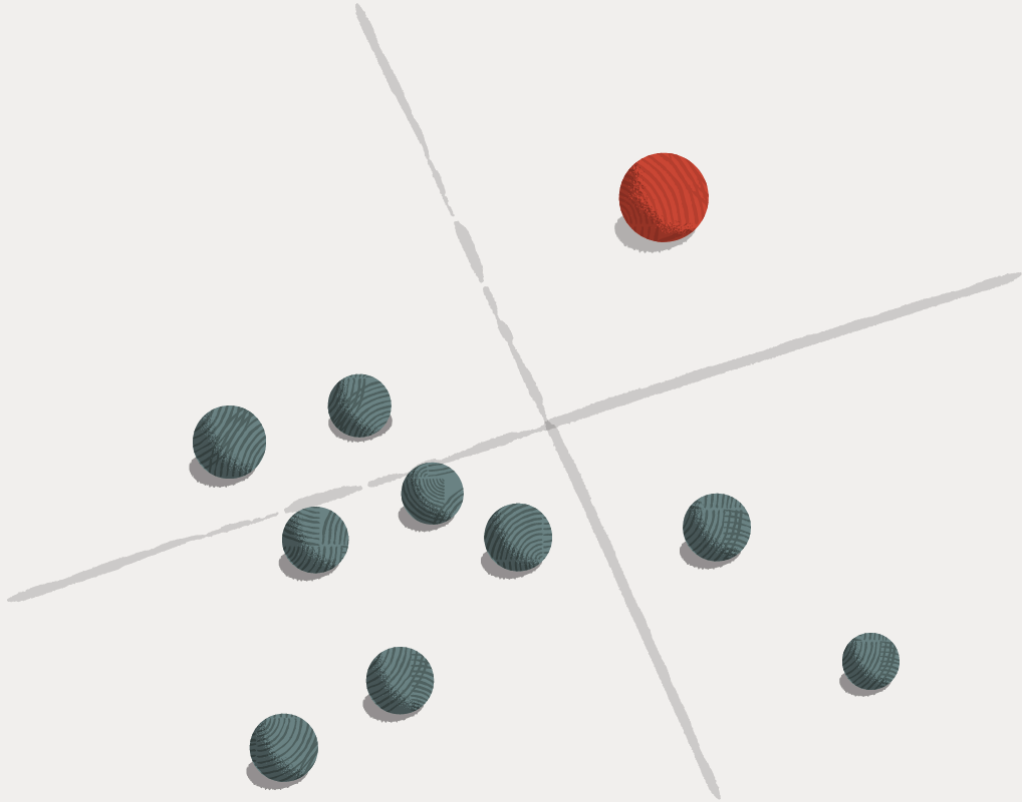

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Thank you

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