

# Oracle Energy and Water Customer Edge Conference 2023

March 12-14, 2023

## Customer Transformation Agenda

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### Sunday, March 12, 2023

| TIME (PST)      | TRACK               | LOCATION   |
|-----------------|---------------------|------------|
| 1:00pm – 6:00pm | <b>Registration</b> | Palm Foyer |

### Monday, March 13, 2023

| TIME (PST)       | TRACK                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | LOCATION         |
|------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|
| 6:45am – 5:00pm  | <b>Registration</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Palm Foyer       |
| 7:30am – 8:30am  | <b>Breakfast</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Seaport Ballroom |
| 8:30am – 10:30am | <b>General Session:</b> Welcome to Customer Edge! We'll begin each day together in general sessions designed to ignite your spark and get ready for the day ahead. Day one we'll kick off with our SoCal industry leader panel and hear from local utilities about how they're driving sustainability and reliability programs while serving their communities. Then we'll hand the mic over to our product leaders who will give you a sneak peek into exciting product updates across our portfolio. Finally, we'll be joined by security experts for a check in on the latest cybersecurity news in the industry. | Seaport Ballroom |
| 10:00am – 5:00pm | <b>Innovation Hub:</b> Meet our Innovation Team! Enjoy immersive experiences that allow you to explore the future of water and energy. We will have virtual reality, augmented reality, model town, interactive self-guided demos, and much more!                                                                                                                                                                                                                                                                                                                                                                    | Seaport Foyer    |











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|                                                       | <b>Presenters:</b> Steven Grover, Senior Director, Product Management, Shoreh Hedayati, Senior Principal Product Manager, Oracle                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                 |
| 12:00pm – 1:00pm                                      | <b>Lunch</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Harbor Ballroom |
| 1:00pm – 1:50pm                                       | <p><b>Past, Present, and Future of Work Management and To Dos</b></p> <p>Learn about research and user feedback on To Do management. The session will contain a demo of recent features and best practices for leveraging the features. We will preview Next Gen Work Management that enables better prioritization and assignment for billing related To Dos and opportunities to use machine learning to improve operational efficiency.</p> <p><b>Presenter:</b> David Siska, Product Design &amp; Architecture Vice President &amp; Rich Keeves, Principal Product Designer, Oracle</p>                                                                                                                                                                                                                                                                                                           | Seaport ABC     |
| 1:50pm – 2:10pm                                       | <b>BREAK</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                 |
| 2:10pm -3:00pm<br>Oracle Uncovered<br>Discovery Track | <p><b>SaaS Transformation Mindset - supporting your journey to the cloud</b></p> <p>Join this session to learn more about the breakdown of roles and responsibilities, the guided learning paths available and what you should expect from your system integrators and project teams during implementation and after go-live. We'll dive deep into the differences between on premise and SaaS, mapping a clear migration plan, stakeholder management, tools and support available, and more.</p> <p><b>Presenters:</b> Manpreet Hundal, Sr. Director Enablement, Rochelle Cister, Consulting Customer Solutions Director, Calvin Tu, Senior Director, Utilities Cloud Solutions and Brian Michel, Director, Product Management, Oracle</p>                                                                                                                                                          | Seaport F       |
| 2:10pm -3:00pm<br>Interactive<br>Workshops            | <p><b>Peer Panel: Innovation in affordability, community programs, and external partnerships</b></p> <p>Yesterday's programs for assistance consisted of payment arrangements, budget billing, or perhaps a reduced rate. Today, utilities are creating innovative new programs where renewable energy programs are piloting homes for low-income communities, public-private partnerships are being designed helping small commercial organizations, and new community organizations are engaging with utilities to help in alternate ways such as plumbing and energy efficiency repairs. Learn about what your peers are doing, ask questions, and bring home some new ideas.</p> <p><b>Presenters:</b> Chimaobi C. Chijioko, VP Customer Services, Georgia Power; Antoine Tilmon, VP Customer Operations NV Energy – BHE along with Maria DeChellis, Sr. Director Solution Consulting, Oracle</p> | Seaport GH      |

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| <p>2:10pm -3:00pm<br/>Changemakers<br/>Discovery Track</p>      | <p><b>Oracle Ignite Kick Off: Demystifying Next Gen Tech</b></p> <p>Roll up your sleeves and put your thinking caps on...it's time to dive in. Tuesday afternoon we invite you all to join the Oracle Ignite Series, during which you will join teams to develop and pitch innovative solutions to real-world problems using next generation tech. In true Ignite fashion, all presentations will be 20 slides, in just 5 minutes, with slides automatically advancing after 15 seconds. Quick, powerful, and a whole lot of fun!</p> <p><b>Ignite Kick Off:</b> Let's get started in our Ignite Series by exploring technologies that could have big implications for the industry. Four experts will each be challenged to deliver a 5 minute Ignite-style session laying out their chosen technology. Their goal: convince you to join their team for the next phase of the Ignite Series.</p> <p><b>Ignite Leaders:</b> <i>Caitlin Aburrow, Senior Director Global Product Marketing; Jason Duncan-Wilson, Senior Director Product Incubator; Jason Strautman, VP Data Science &amp; Analytics Engineering; Jack Lucy, Master Principal Sales Consultant; Paul Hesby, Senior Solution Manager; Ashish Agarwal, Director Utility Innovation Lab and Burcin Kaplanoglu, VP Oracle Industry Labs</i></p> | <p>Seaport A-E</p> |
| <p>3:10pm – 4:00pm<br/>Oracle Uncovered<br/>Discovery Track</p> | <p><b>Personalized CX: Opower insights in your CRM, marketing, and trusted partner apps</b></p> <p>See what bringing Opower customer analytics and insights into your CRM and Marketing Automation Systems can do for customer operations. Learn how extending single sign on capabilities to your trusted partner applications simplifies the customer journey and accelerates program enrollment. In this session, we'll have a dialog and showcase how to create an easier path to data sharing, insights, and customization across all your customer solutions.</p> <p><b>Presenters:</b> <i>Kojo Quaye, Senior Manager, Product Strategy &amp; Darshini Thiagarajan, Group Product Manager</i></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | <p>Seaport F</p>   |
| <p>3:10pm – 4:00pm<br/>Interactive<br/>Workshops</p>            | <p><b>"Water" you building with your AMI program</b></p> <p>Whether you are starting your AMI program or you have been on it for a while, are you building a smart-scape of data? We will discuss uses of the AMI program beyond customer leak detection or water conservation, including financial reporting, redesigning job descriptions, reevaluating management reports and training, and how your peers are solving everyday issues in water with their AMI data.</p> <p><b>Presenters:</b> <i>Tarja Nummela, Customer Service Director, City of Tempe, Denis Demera, Customer Care &amp; Field Service Manager, LVVWD along with Maria DeChellis, Sr. Director Solution Consulting, Oracle</i></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | <p>Seaport GH</p>  |



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| <p>3:10pm – 4:00pm<br/>Changemakers<br/>Discovery Track</p> | <p><b>Oracle Ignite: Pitch Workshops</b><br/>Choose which next gen technology team you'd like to join in this hands-on workshop. Bring your big ideas as you and your team develop a pitch: how would you apply your next gen technology to solve a big, hairy industry challenge?<br/><i><b>Ignite Leaders:</b> Caitlin Aburrow, Senior Director Global Product Marketing; Jason Duncan-Wilson, Senior Director Product Incubator; Jason Strautman, VP Data Science &amp; Analytics Engineering; Jack Lucy, Master Principal Sales Consultant; Paul Hesby, Senior Solution Manager; Ashish Agarwal, Director Utility Innovation Lab and Burcin Kaplanoglu, VP Oracle Industry Labs</i></p> | <p>Seaport A-E</p>      |
| <p>4:10pm – 5:00pm</p>                                      | <p><b>Oracle Ignite Finale: Pitch It!</b><br/>Ready, set, pitch! In this Ignite Series Finale your team will pitch your big idea. We'll poll the audience to crown one team as winner. Who will claim the coveted first place prize package? (Hint: it includes a discount for next year's Customer Edge!)<br/><i><b>Oracle Ignite Leaders</b> along with Hillary Martin, VP Strategy and Marketing and David De Maio, SVP, Oracle and Caitlin Aburrow, Senior Director Global Product Marketing</i></p>                                                                                                                                                                                    | <p>Seaport Ballroom</p> |