

Creating Utilities Analytics Roadmap

Example: Customer Analytics

Wednesday, Jan 30, 2013, 1 p.m.-2 p.m. EST

Presenters:

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Business Intelligence as Service

Warren B. Causey, President & CEO

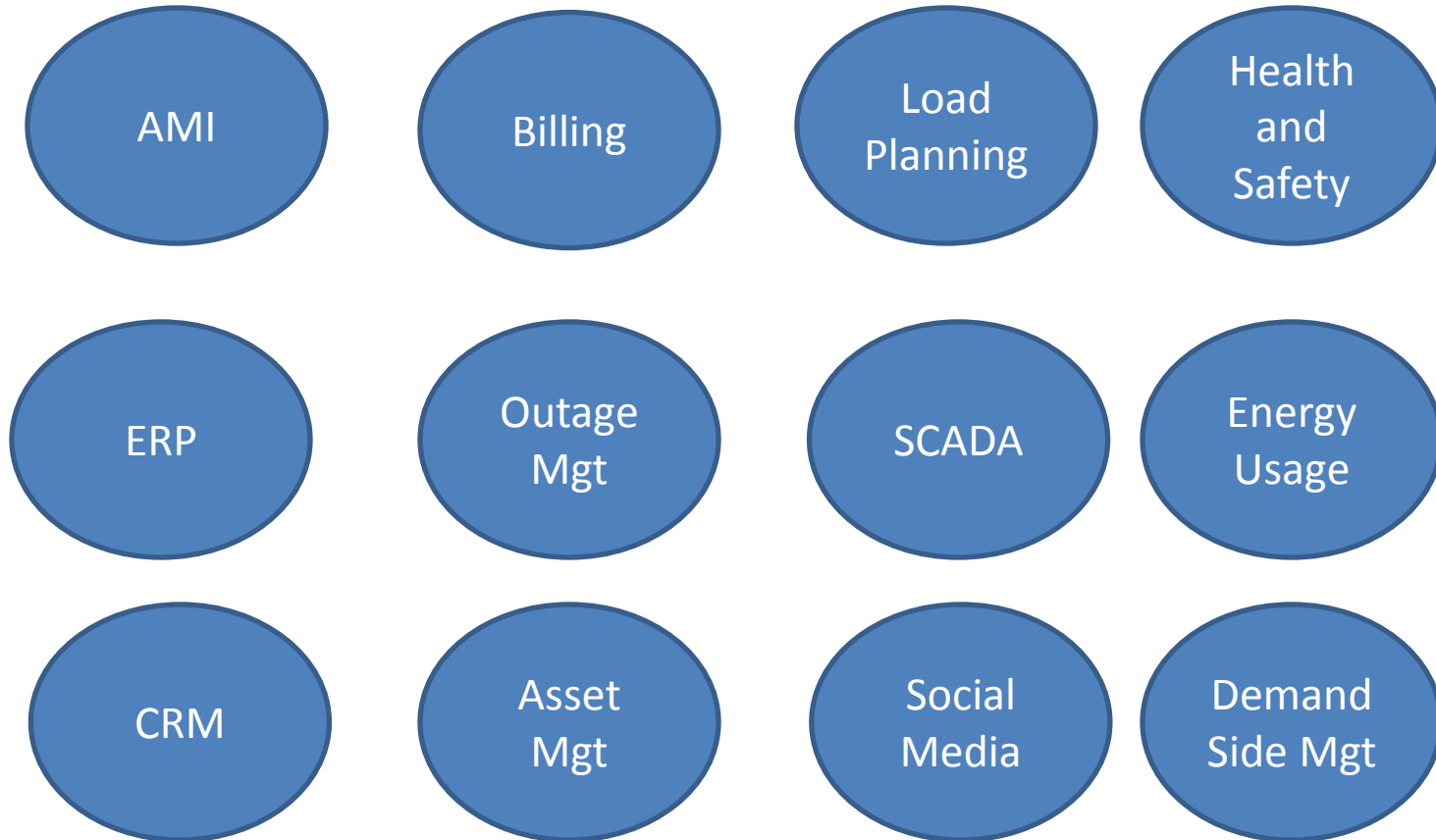


Warren B. Causey, LTD

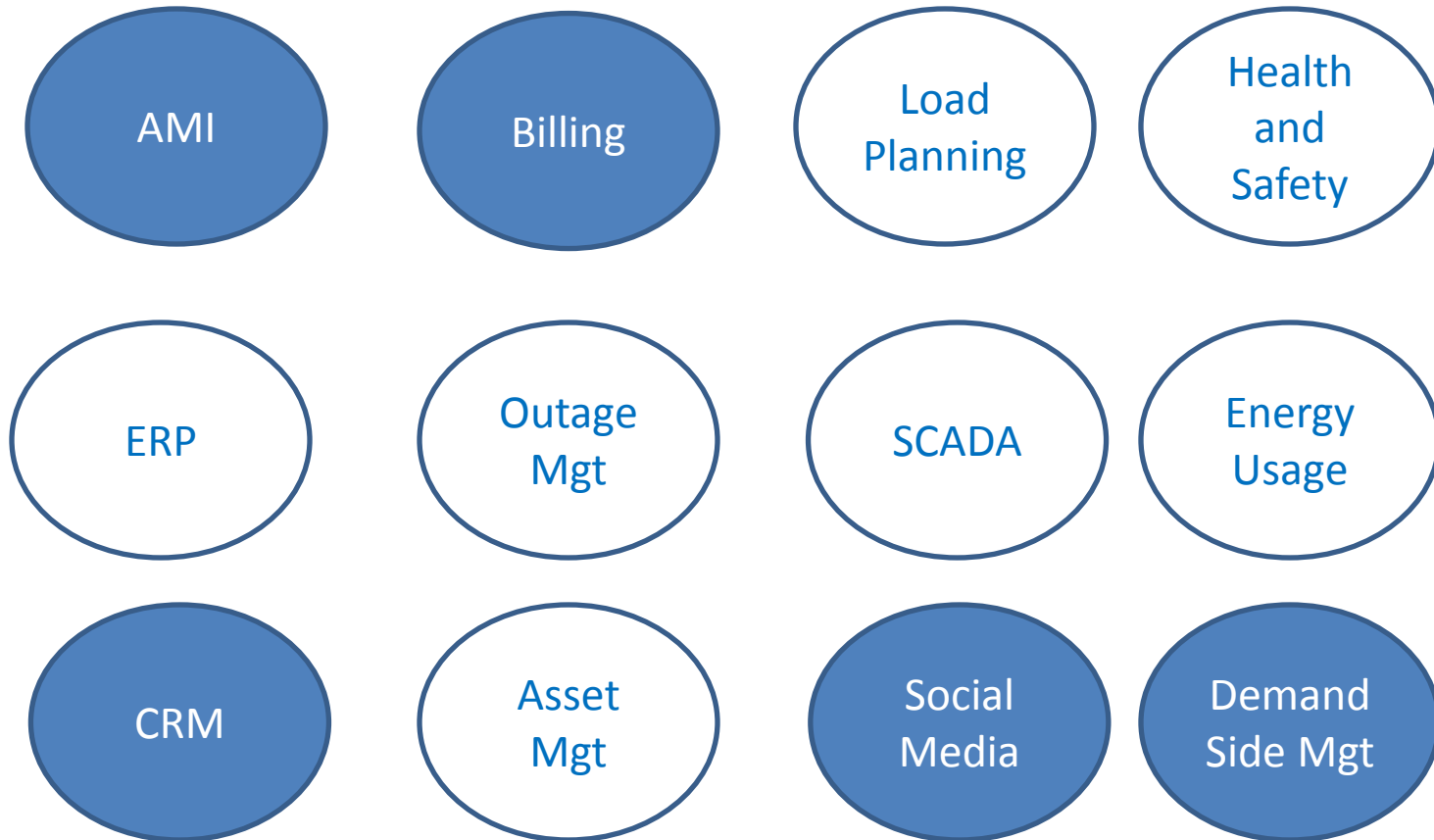
What we Agreed on..

- Multiple silos of data of different definitions
- Growing storage of big data (e.g. AMI)
- Data Security
 - much personal information being captured but needs to be secured
- Lack of data analysis skills in-house
 - DRIP-Data Rich Information Poor
- All agree on end state
 - Oncor Video
 - Smart Grid, Smart Consumer, Smart House etc
- How do you get there?

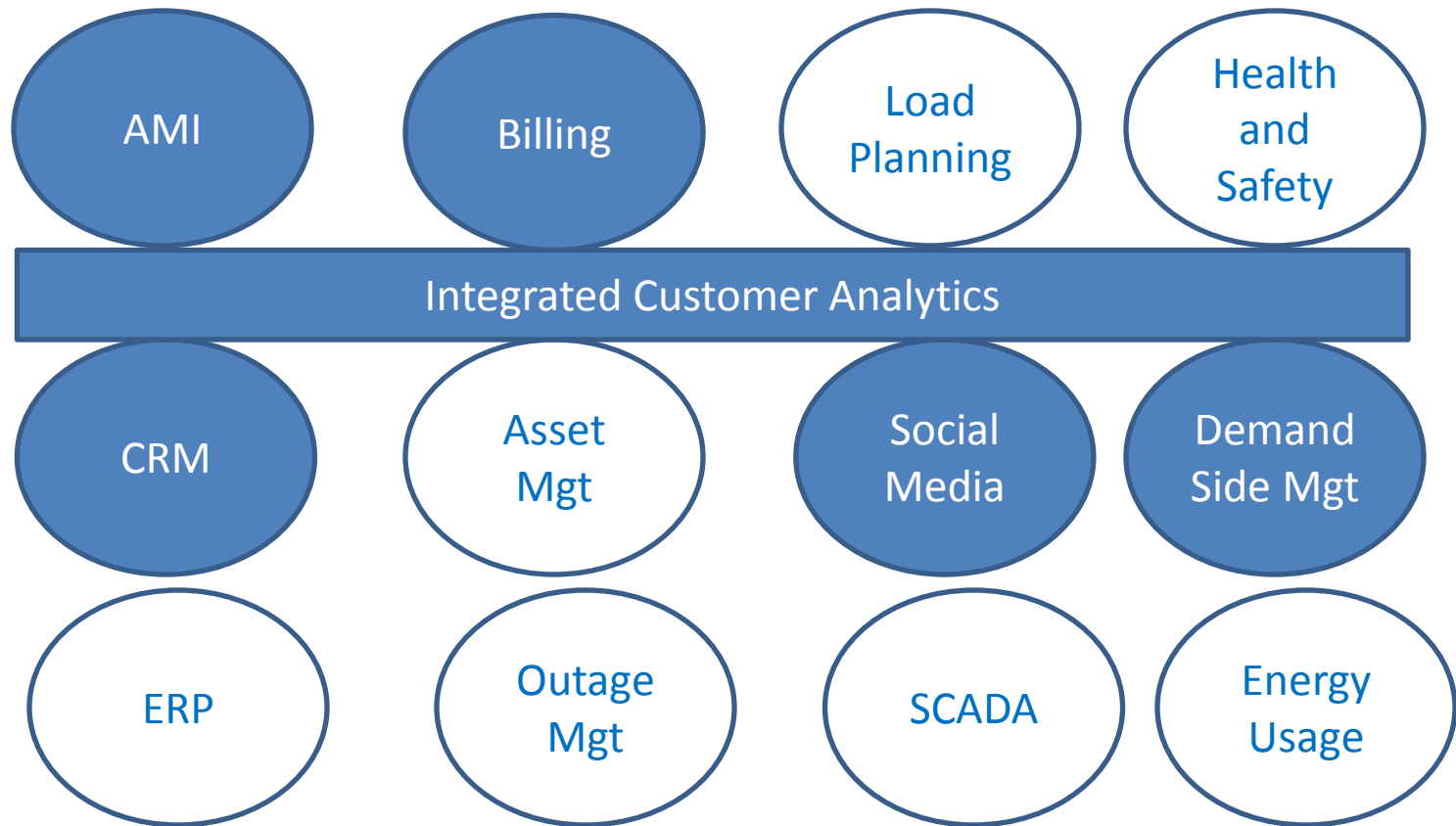
Too Many Projects Too Little Time



Customer Affecting Projects



Customer Affecting Projects

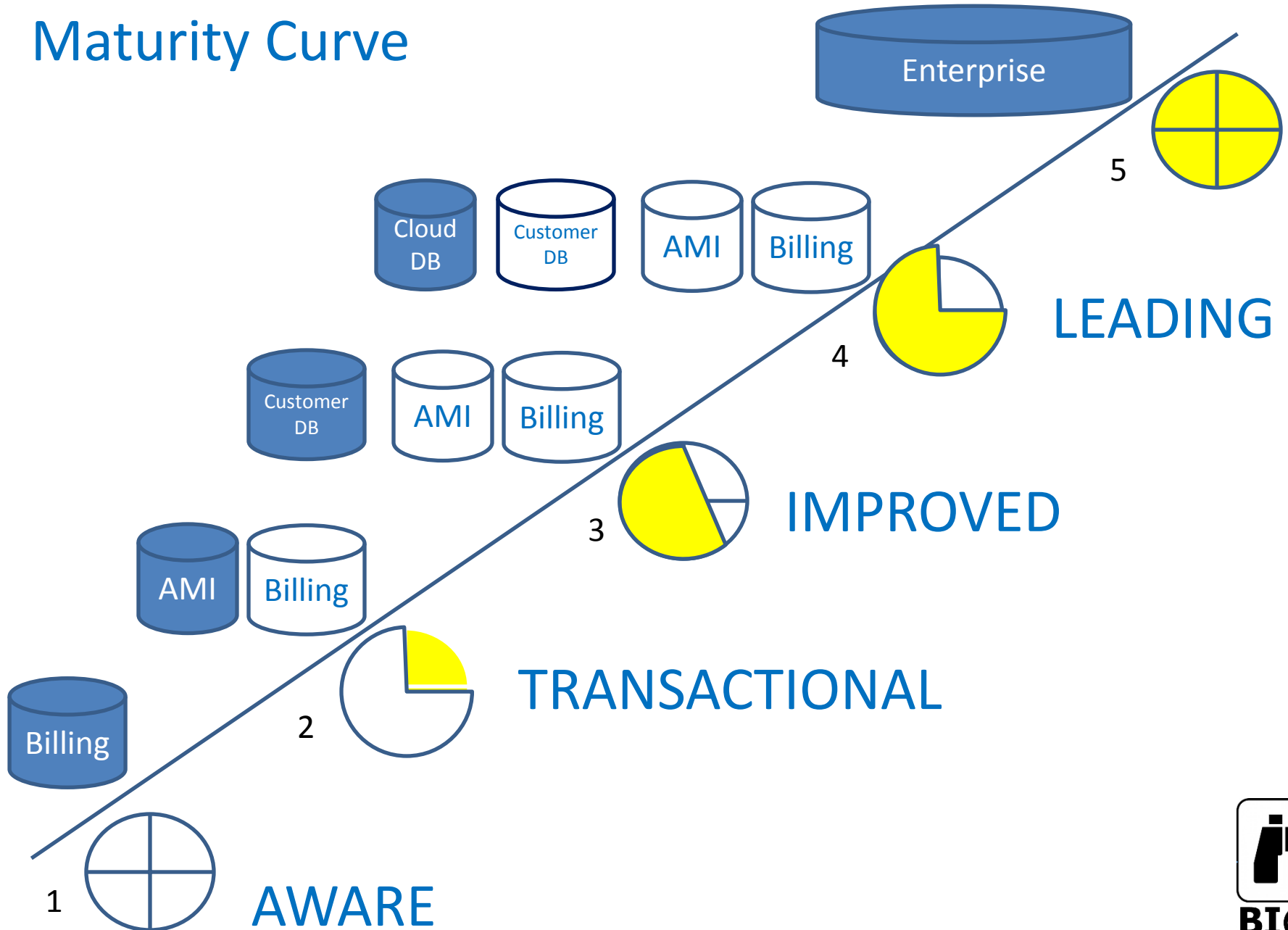


Utility Customer Analytics: Roadmap Approach

- **Understand Best-in Class**
- **Where Are You Compared to Best In Class**
- Where do you want to be?
- In What time frame?
- What are the business priorities?

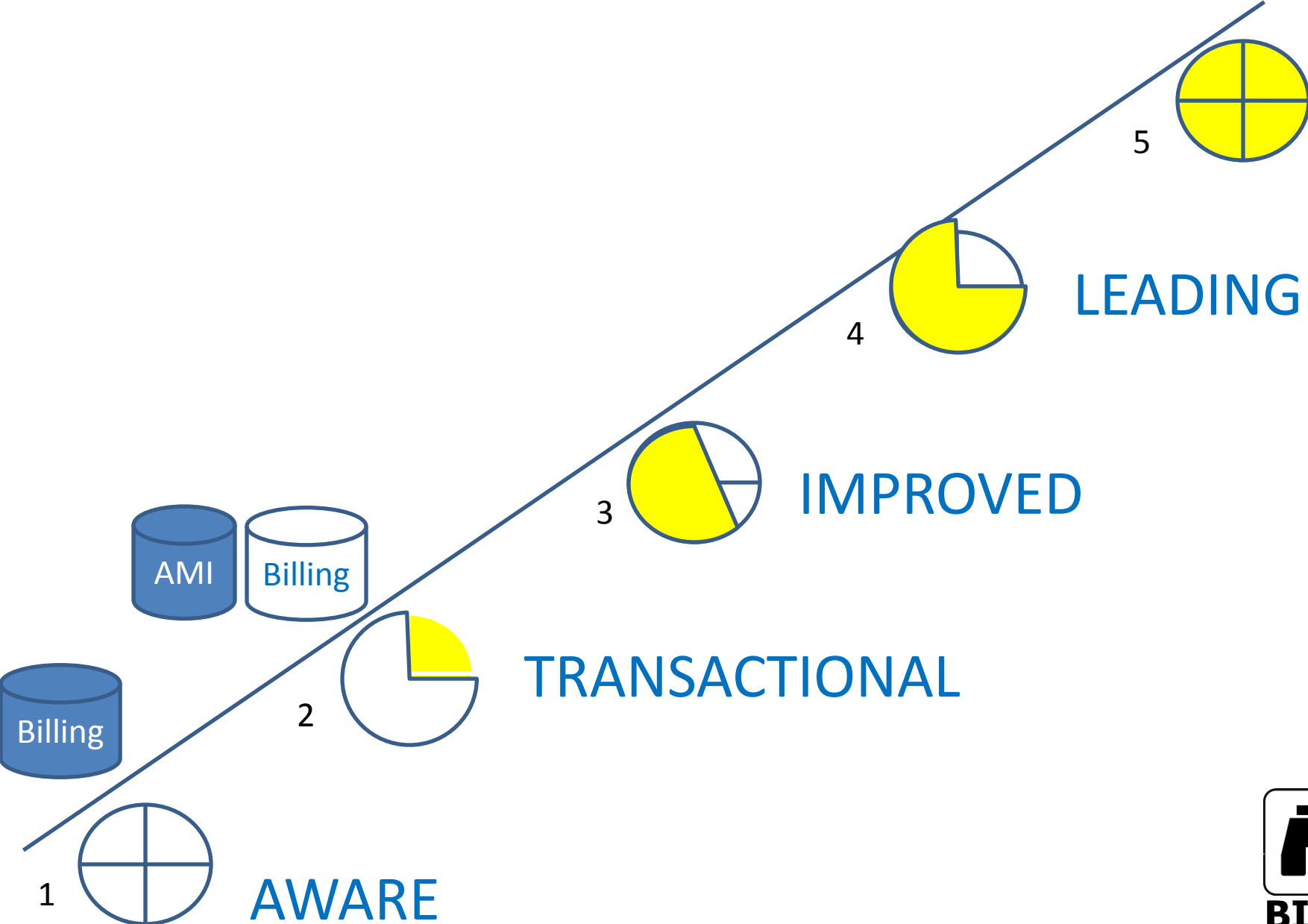
Utility Customer Analytics Maturity Curve

BEST IN CLASS



Where are we today?

BEST IN CLASS



Customer Projects to End State

1. Integrated Billing System
2. AMI captures consumption information on regular intervals and stored in MDM
3. Customer Interaction Data Base
 - 360 View (Call, Email, Mail, etc)
4. Integrate AMI and Billing with Customer DB
5. Understand external customer information
 - Social Media
 - Nielsen etc
6. Enterprise Data Warehouse
 - Integrate Billing solution, AMI and external sources with customer database



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HOW to
Prioritize?

Question 1:

How well do you know
your customers?



Question 2:

How well do you **WANT**
to know your customers?

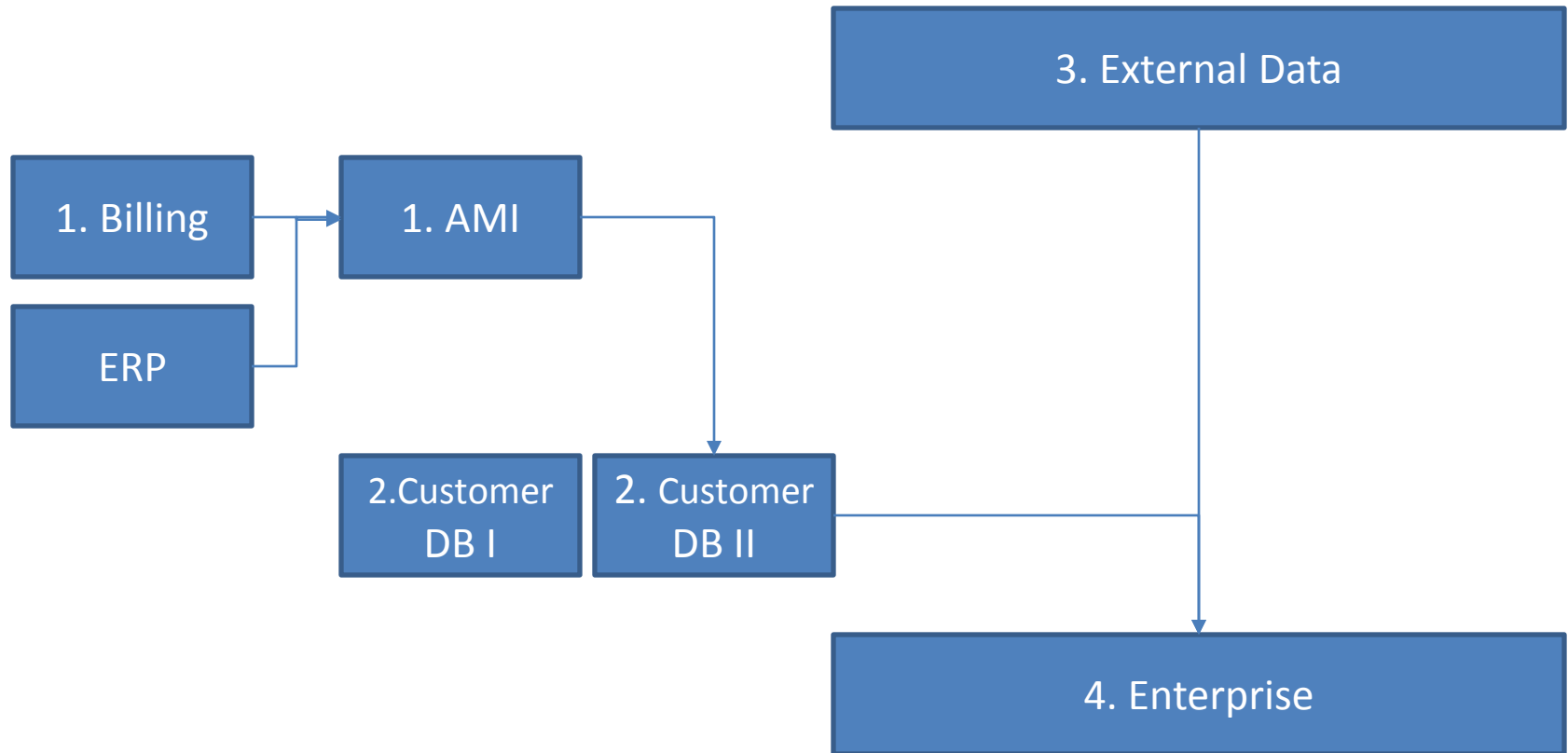


Or how do you Segment Your Customers?

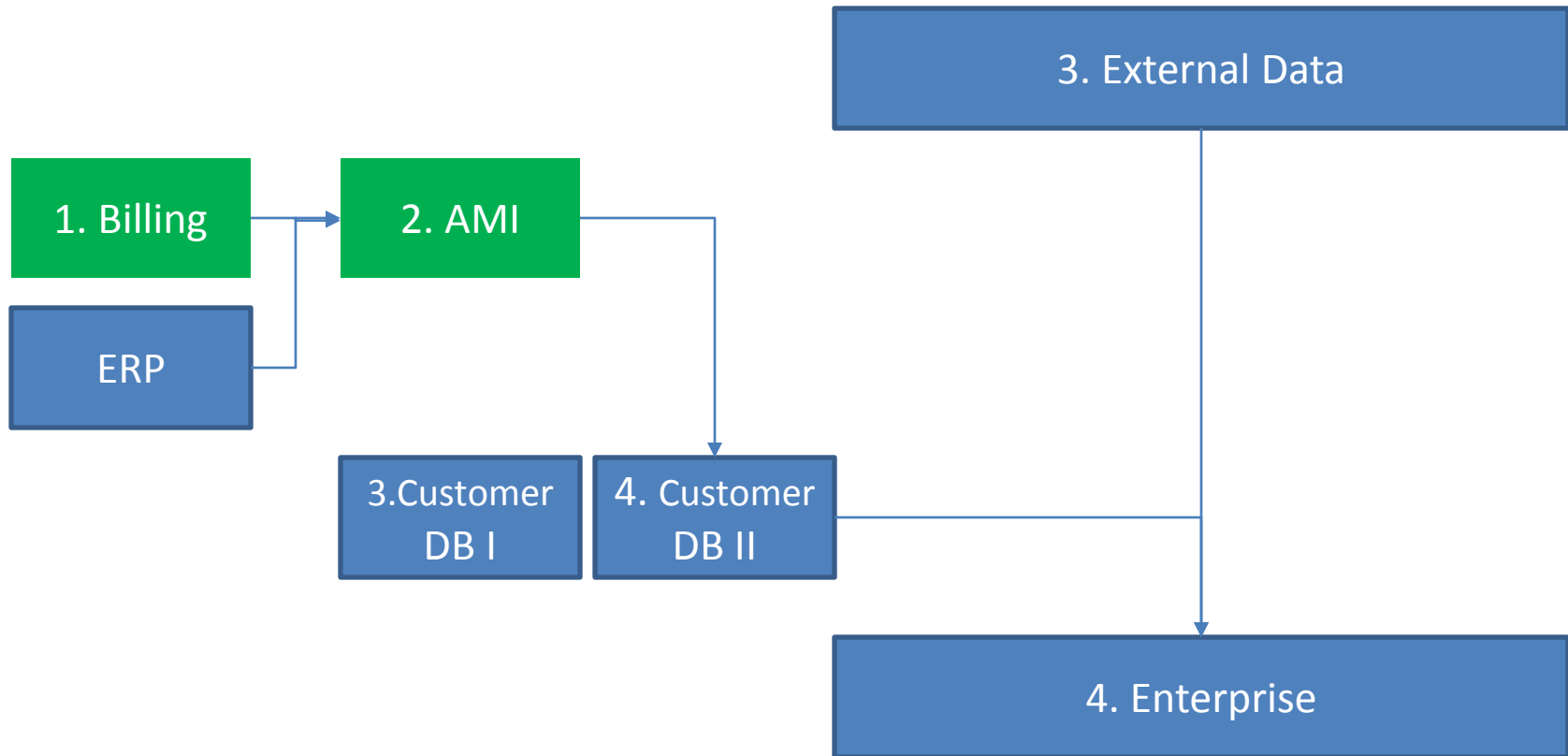
1. Billing data?
2. Consumption patterns?
 - AMI investment
3. Combined internal knowledge?
 1. Analytics to better understand customer consumption (combine Billing system and MDM data)
 2. Analytics for 360 View of Customer Interaction (integrate IVR, Call Center, Billing)
 3. Integrated Analytics across Billing, MDM and Customer DB
4. External knowledge?
 - Understand external customer data Sources (e.g. Nielsen, Public Records)
 - Cloud Analytics
 - Social Media
5. Comprehensive ?
 - Integrate external and internal customer data sources



Example Utility Customer Roadmap

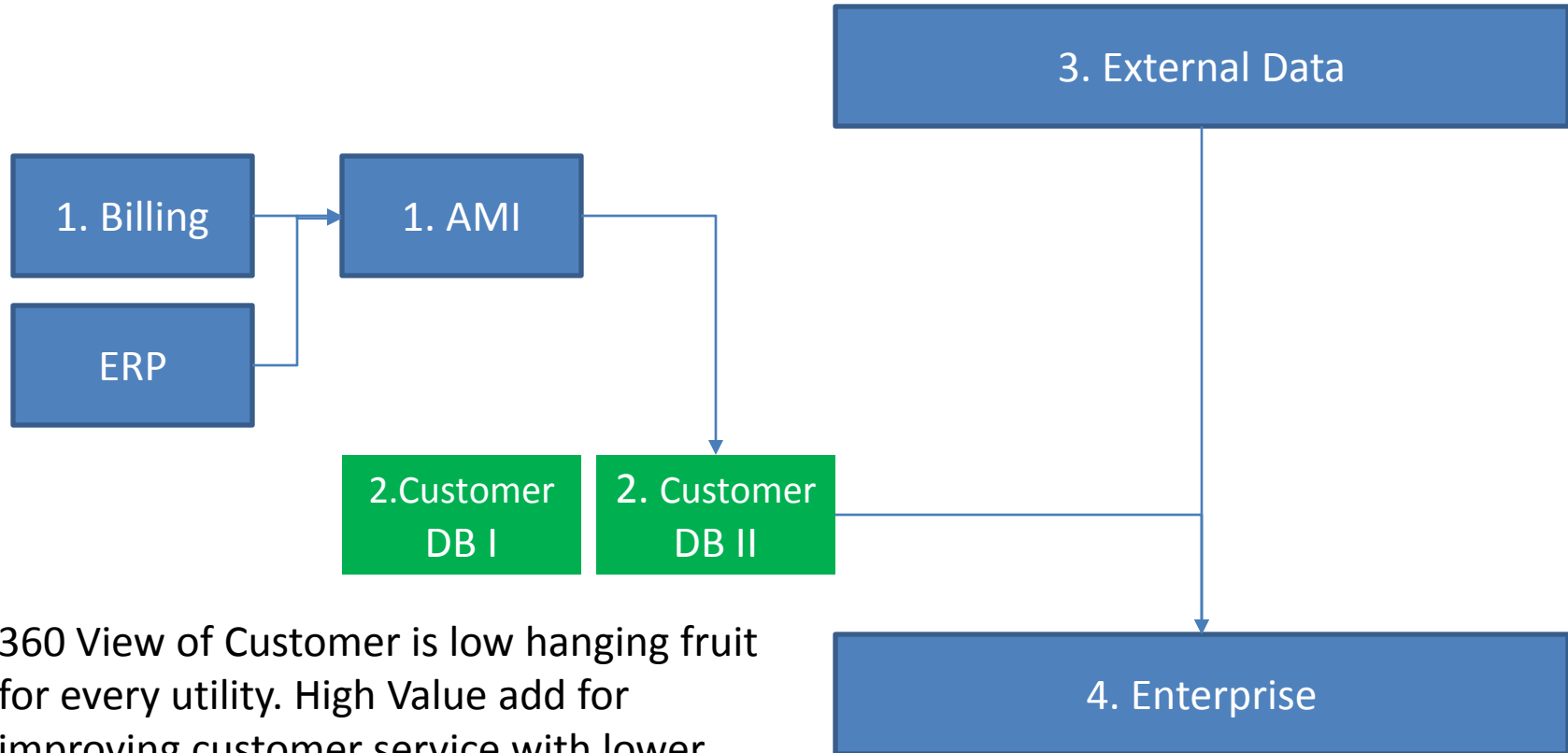


Example Utility Customer Roadmap



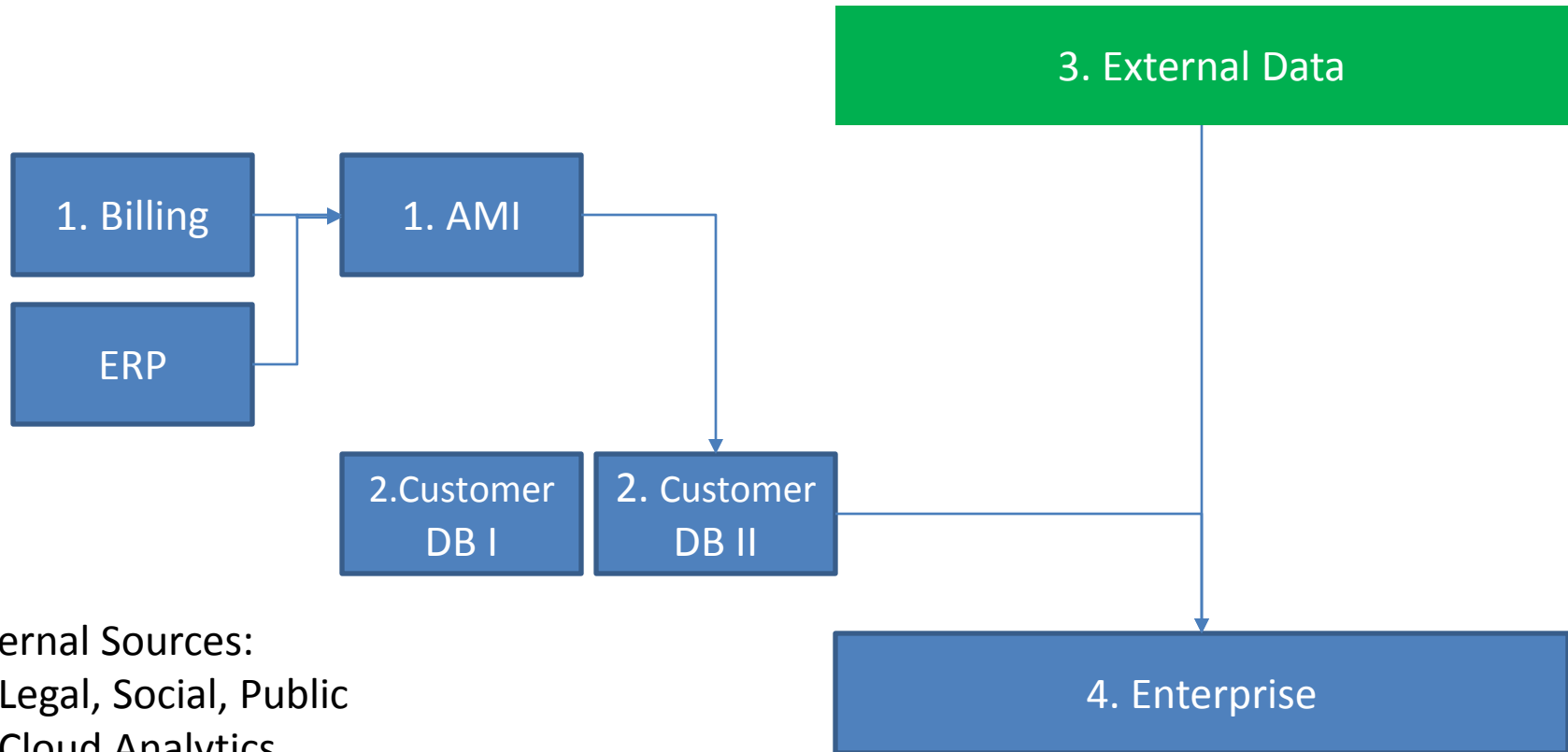
Priority to drive ROI from existing AMI investments creates urgency to gain better understanding of customer energy use and begin marketing and segmenting on consumption patterns.

Example Utility Customer Roadmap



- 360 View of Customer is low hanging fruit for every utility. High Value add for improving customer service with lower impact on business change and low tech complex
- Integrate Meter and CRM data to further improve customer knowledge, (e.g. C&I Pilot)

Example Utility Customer Roadmap

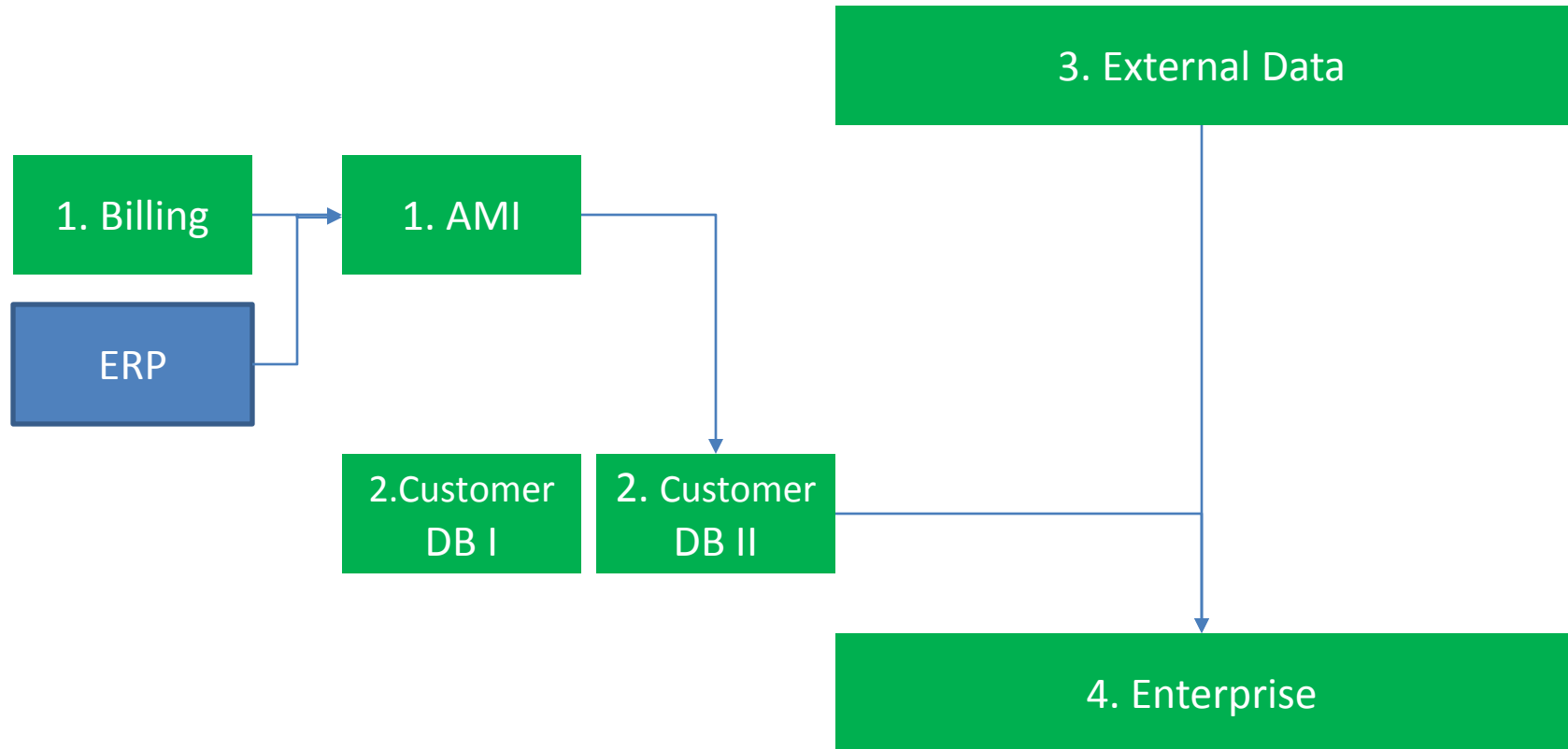


External Sources:

- Legal, Social, Public
- Cloud Analytics

Combined with Internal Customer Data Base for Best-in-class understanding of customer for improved Marketing and Segmentation

Example Utility Customer Roadmap



Delivering on Your Roadmap

- Agree Priorities
 - AMI in scope?
 - Internal view of customer
 - External view important?
 - Regulated utility?
- Deliver quick Proof of Concepts to agree scope, budget and timeline
 - Visualize your data with analysis Tools
- Build customer foundation to end state in 2013

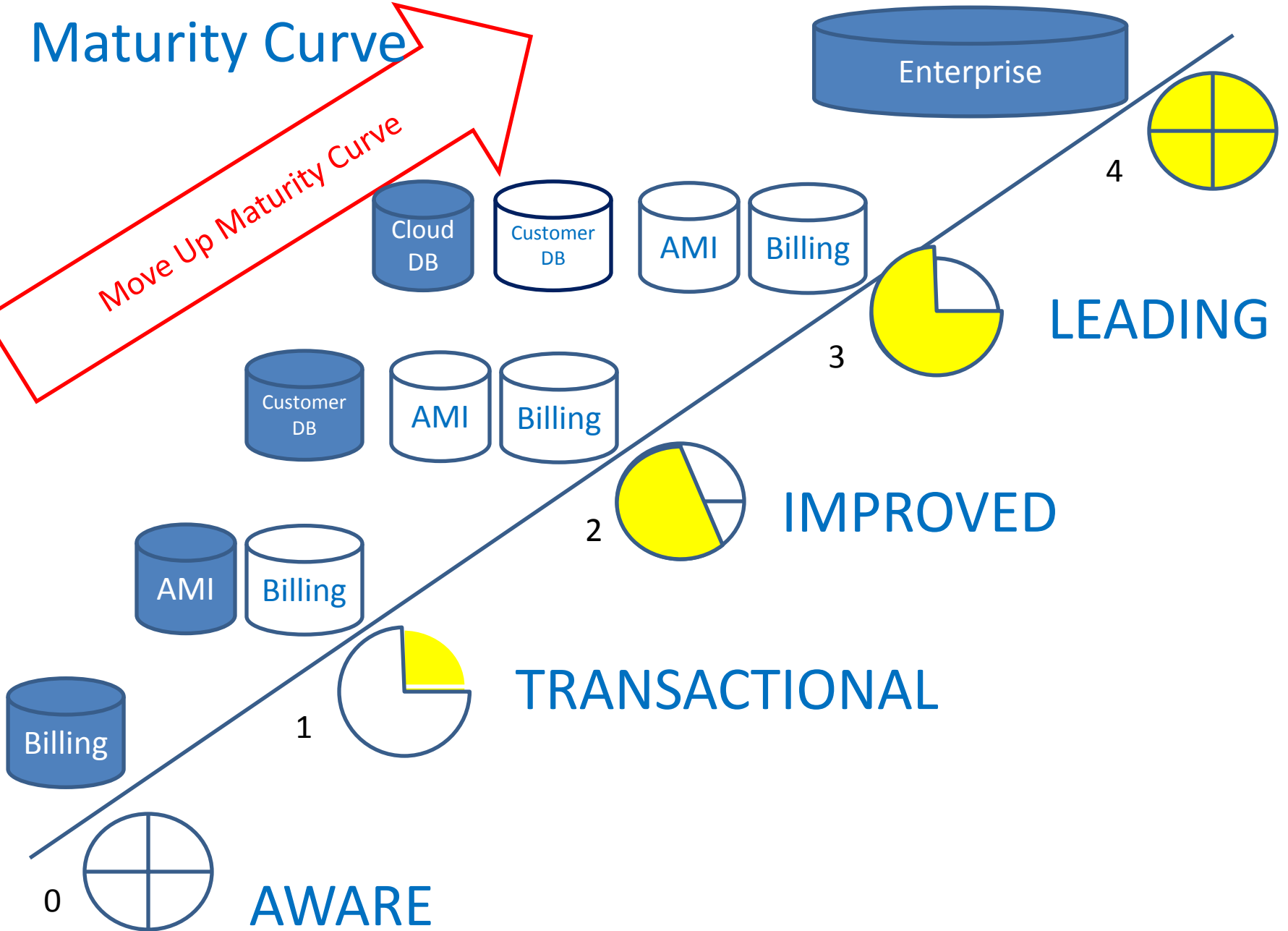


Utility Customer Analytics

Maturity Curve

BEST IN CLASS

Move Up Maturity Curve



Open Discucssion

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Business Intelligence as Service

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