



Oracle Utilities Industry Initiative

Stage 0

September 2022





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Table of Contents

- 01 Our Perspective
- 02 Customer-Driven Business
- 03 Energy Transition
- 04 Modern, Connected Enterprise
- 05 Real-World Context
- 06 Next Steps

01 Our Perspective

Industry context

Industry value chain

360° value proposition

Our offerings

The energy transition will trigger reinvention

Demand will dare utilities to embrace a new role.

The net-zero needs of industries, small and medium enterprises, cities and consumers will land at the feet of utilities, as both established and emerging industries adapt.

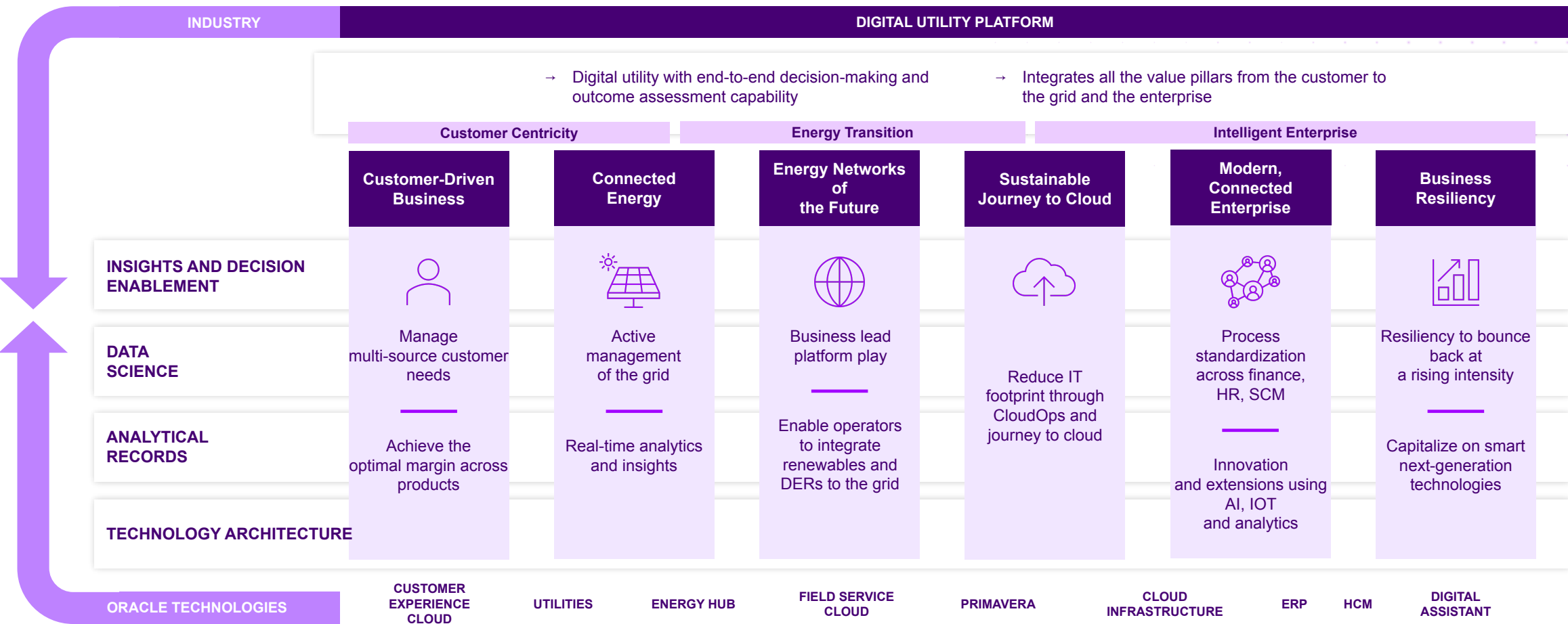
Taking charge of that transition, scaling the progress made thus far and delivering the deep electrification of society and sustainable services required in the next decade is a complex process that will be possible only if technology is central in building a human-centered, responsible business.

Organizations that are willing to reinvent themselves as demand-driven digital players by matching operational change with a new culture of collaboration across the expanding ecosystem, and that are willing to work with both startups and big players to generate 360° value, can take charge and lead the way to the new, net-zero world.



INDUSTRY VALUE CHAIN

Tomorrow’s energy ecosystem will look very different from the model we see today, with both supply and demand elements fundamentally disrupted. For utilities to remain relevant and commercially robust, they must operate within the complex interactions of the new value chain.



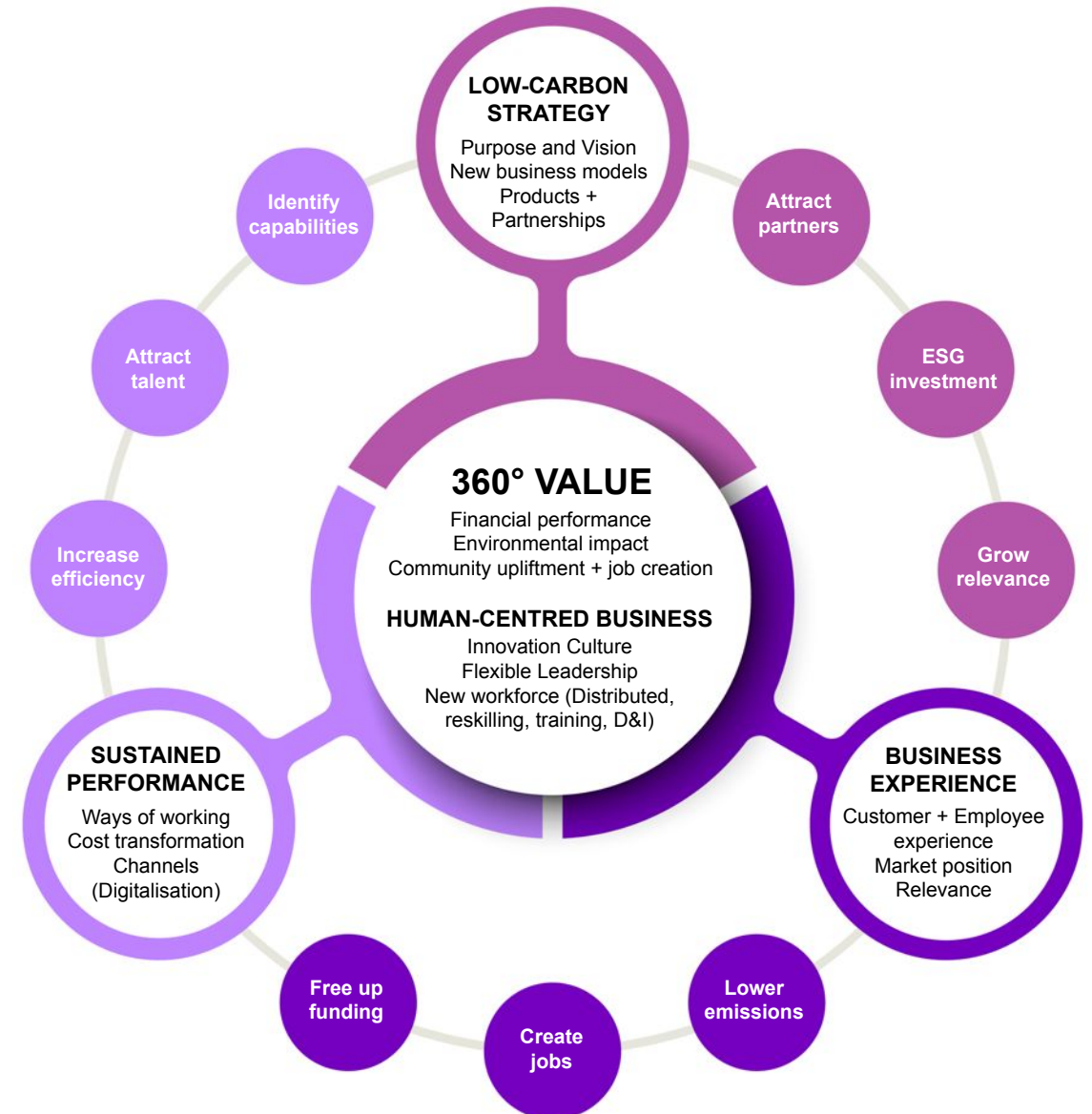
Our Value Proposition

Accenture empowers organizations across the energy value chain to **deliver 360° value** for their **business and stakeholders** and achieve outcomes that have a positive impact on the **economy, society and our planet**.

EMBRACING CHANGE TO DELIVER ON THE PROMISE OF TECHNOLOGY AND HUMAN INGENUITY

By harnessing our full range of capabilities and expertise across industries, digital technologies and partner ecosystems, we help utilities deliver sustained performance, provide world-class experiences and fulfil their net-zero promises.

We do this by devising and implementing digitally enabled strategies that drive operational efficiencies and innovation at scale. Our sustainability-infused solutions empower utilities to reinvent themselves to take charge of the energy transition and accelerate growth.



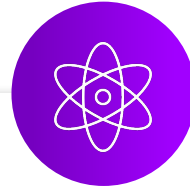
Our Offerings

Reinvent utilities through three strategic solution offerings on Oracle Cloud



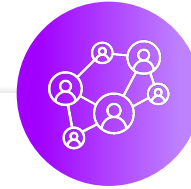
CUSTOMER-DRIVEN BUSINESS

Apply a **customer-driven business approach** and modernize the **end-user experience**, facilitating improved engagement across preferred channels to realize incremental value.



ENERGY TRANSITION

Lead the **energy transition** to a sustainable future and leverage emerging business value pools which are rapidly maturing for generating new revenue and reducing costs across the utilities industry value chain.



MODERN, CONNECTED ENTERPRISE

Bring together the major technology capabilities needed to transform into a **modern, connected enterprise** and take advantage of new business models.

02 Customer-Driven Business

Client opportunity/challenge

Value proposition

Our offering

Elevator pitch

Client Opportunity/ Challenge

Apply a **customer-driven business approach** and modernize the **end-user experience**, facilitating improved engagement across preferred channels to realize incremental value.

The retail space is primed for disruption: Diminishing commodity returns and a flood of new market players mean there is already an opportunity to build bundled service platforms.

So, should retailers go beyond the bill and expand their platform to provide energy services? Or focus on selling their unique expertise and provide a platform for others to create new value propositions?

By reorientating their business, partnerships and perceptions of adjacent industries, Retail+ organizations can generate the 360° value needed to build a sustainable business that can endure, and embrace, any change.



Value Proposition

SUSTAINABLE VALUE

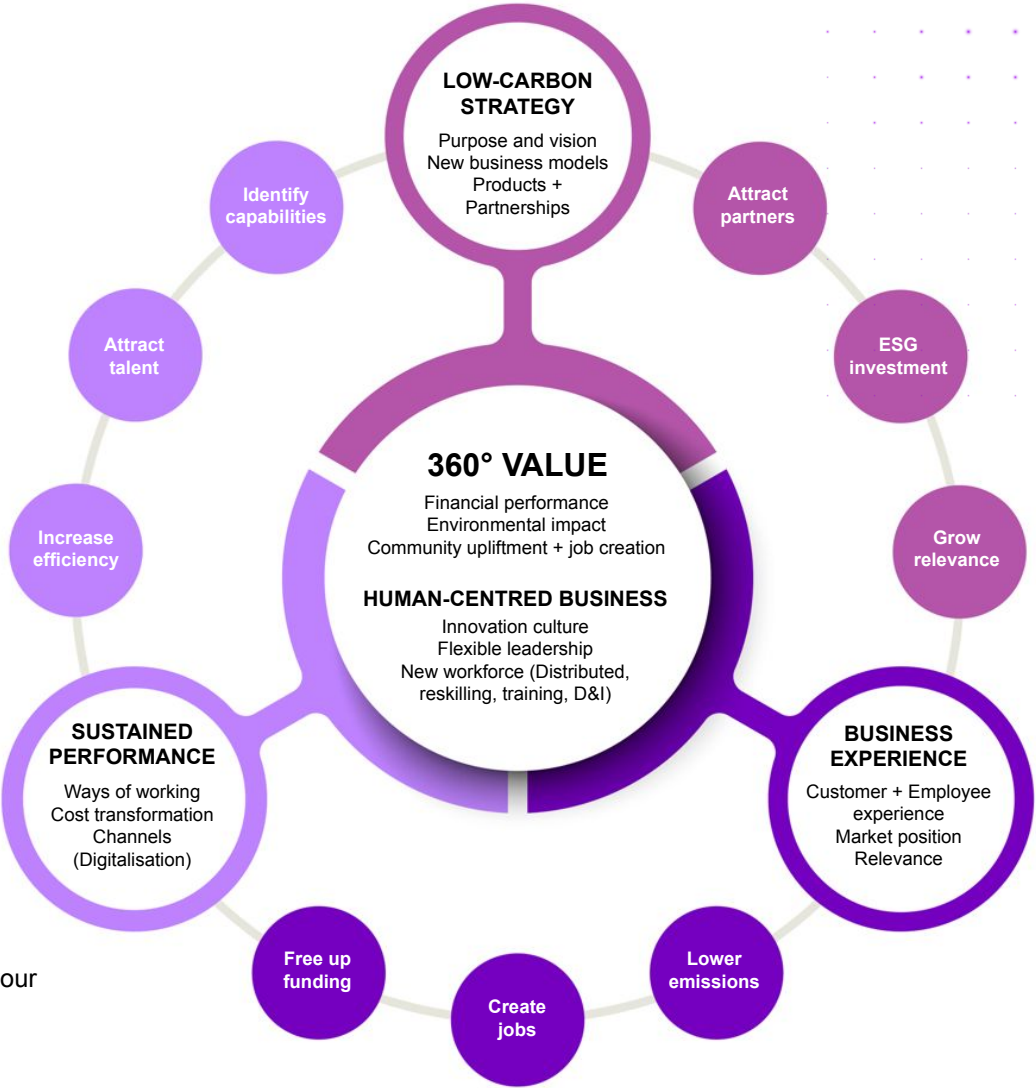
What will offer more sustained value: strengthening your core business, or expanding into new products and services?

ASSESS ARCHITECTURE

Will it be more cost effective and practical: to retrofit your existing technology, or start from scratch?

TREAD LIGHTLY

Have you got a plan to use digital channels to drive not only back-office efficiency, but also to enrich your customers' experience?



TIME TO TEAM UP?

Have you considered creating partnerships and forming alliances to help strengthen your position?

ACT LIKE A START-UP

Do you have the processes, people and platforms in place to compete with agile tech start-ups for investors' attention?

MANDATORY MAKEOVER

Can you deliver on the promises your brand is making to employees, customers and external stakeholders?

Our Offering

Improve **customer engagement capabilities** and **end-user experience** while modernizing client's **existing customer system** and realizing incremental value up front.

PRECONFIGURED SOLUTION FOR



ASSETS

109 assets/POCs | **5** service offerings

149 accelerators in myConcerto

2,174 manual and automated test scripts

Dedicated, highly skilled and certified platform team

BENEFITS REALIZED

30 seconds–2 minutes AHT reduction

20%–30% user error reduction

10%–25% reduction in software/hardware costs

Increased collections / return on payments



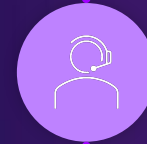
Accenture's preconfigured utilities industry customer solution



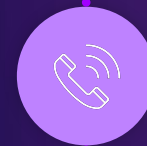
World-class industry business process model



Brings together Accenture's collective experience



85% of call center volume covered in 5 use cases



Reduces average handle time in call centers by 1-2 minutes



Provides incremental value with ability to personalize

Invited to integrate:

Partnerships powering new possibilities

92% REDUCTION¹

The partnership between the City of Denver and Xcel Energy is expected to deliver over 90% emissions reduction.

360° VALUE

The days of vertically integrated utilities will likely give way to the multi-partner model, with companies across the supply chain forming partnerships and agreements with consumers, municipalities and even their “competitors” to deliver system value. Operating in that context requires an openness to collaboration, as well as a strong, clearly articulated proposition.

WHAT'S POSSIBLE?

Imagine if local utilities formed consortiums with competitors and startups to help cities and countries reach their carbon objectives.

WHO'S TAKING CHARGE?

The rumored merger between Duke Energy and NextEra Energy would create the largest utility in the U.S., with a regulated rate base of over 15 million customers and a combined worth of \$200 billion.



Read our [New Energy Consumer report](#)

03 Energy Transition

Client opportunity/challenge

Value proposition

Our offering

Elevator pitch

Client Opportunity/ Challenge

Moving from backstage to center stage to take charge of the energy transition

Transmission and distribution (T&D) organizations are the heart of a new power model, but acting as the pivot between supply and demand requires a new set of skills.

T&D players must have a clear understanding of what generators, regulators and customers want, and use that knowledge to develop a model and grid capable of delivering affordable, reliable power — despite challenging market conditions.

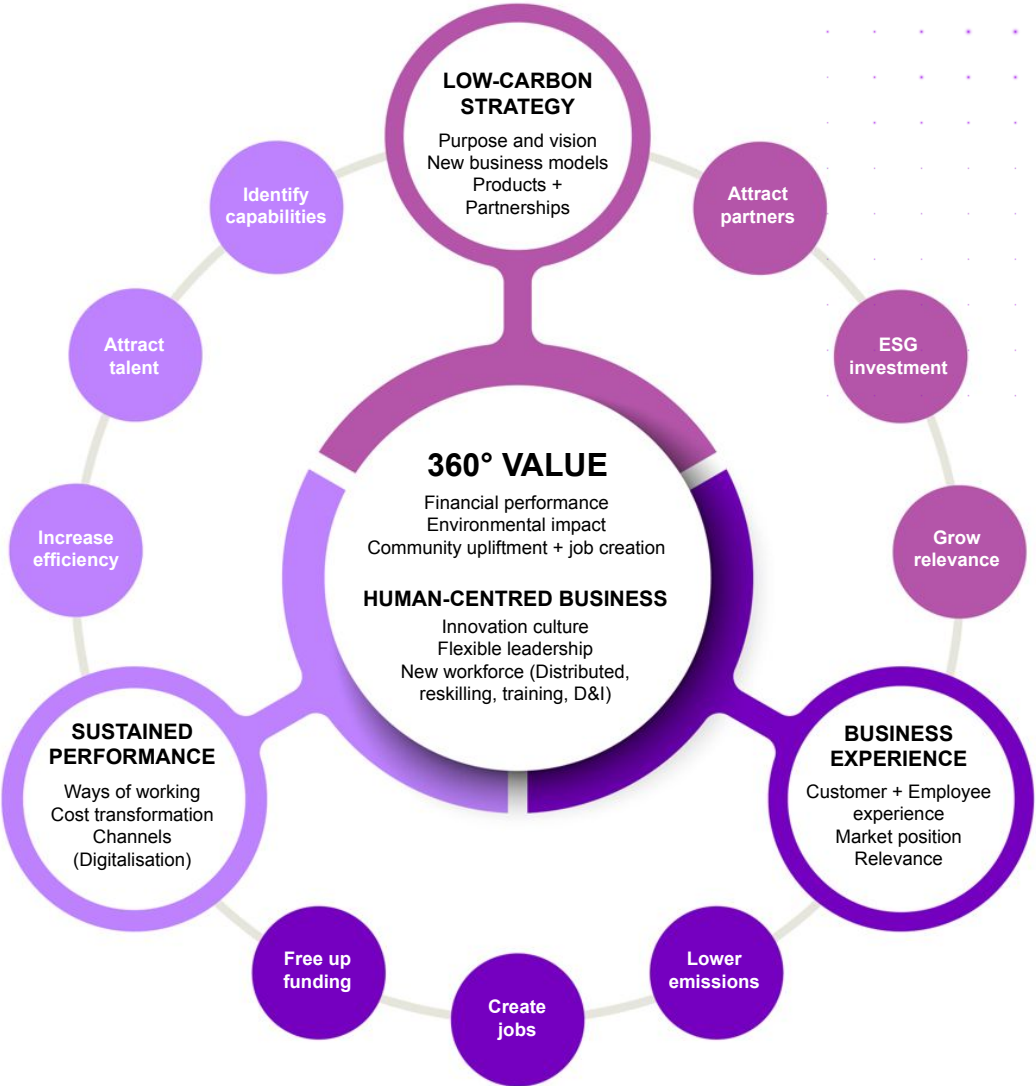
By reorienting their business, partnerships and perceptions of adjacent industries, T&D+ organizations can generate the 360° value needed to build sustainable businesses that can endure, and embrace, any change.

Value Proposition

ANSWER THE CALL
Should you remain a “background” service provider or focus on leading the transition?

TOMORROW STARTS TODAY
What should our investment priority be: maintaining core infrastructure, or building intelligence into the grid?

EMPOWER EFFICIENCY
How best do we increase efficiency: is it through process optimization, or a renewed focus on capital deployment?



SILICON OR COPPER?
What will yield more value: building a service platform or reinvesting in physical grid assets?

RISKY BUSINESS
Is it viable to maintain our current investment strategy or do we need to readjust to consider new investor demands?

REAL RESILIENCE
Which is the most immediate operational threat: cyber attacks, recurrent pandemics or extreme weather?

Our Offering

Emerging value pools spanning the utilities value chain are rapidly maturing, and we are leading the transformation towards **sustainability**.

PRECONFIGURED SOLUTION FOR



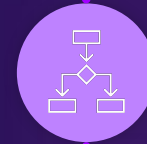
- Promotes a **smarter grid** that embraces distributed and renewable energy while providing resilience and safety for consumers and the workforce
- Delivers **new business models** to accelerate consumer adoption of zero-emission energy solutions at scale
- Provides **real-time analytics** for active management of the grid and power system so organizations can maintain a competitive edge over new market entrants with bundled services
- Enables greater **workload flexibility, reduction in IT footprint** for better server utilization rates, and more energy-efficient infrastructure, all of which make public clouds more cost-efficient



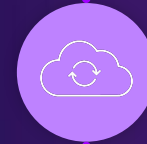
Accenture's preconfigured, integrated platform



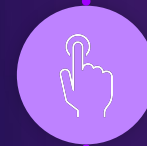
Accenture insights and analytics layer



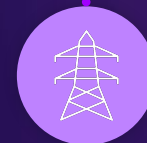
Brings together Accenture's collective experience across customer and T&D



Exploits the power of Oracle Cloud



Adopt or adapt > Ability to tailor or personalize



Provides value from customer to grid

Love your neighbor:

The rise of environmental, social and governance (ESG) investing

\$110.4 BILLION¹

Cumulative U.S. DER investments will eclipse \$110.4 billion between 2020 and 2026.

360° VALUE

Improved storage and the proliferation of private and commercial and industrial (C&I) generation capacity will prompt utilities to be more proactive in developing use agreements and models, as today's customers become tomorrow's competitors who also function in many ways as regulators.

WHAT'S POSSIBLE?

Imagine if municipalities were powered by an interconnected network of community-managed microgrids.

WHO'S TAKING CHARGE?

The Brooklyn Microgrid in New York is an app-based online marketplace that allows both residential and commercial solar panel owners to sell their excess solar energy to residents in near real time.



Read our report on [The role of storage in the path to net zero](#)

04 Modern, Connected Enterprise

Client opportunity/challenge

Value proposition

Our offering

Utilities+

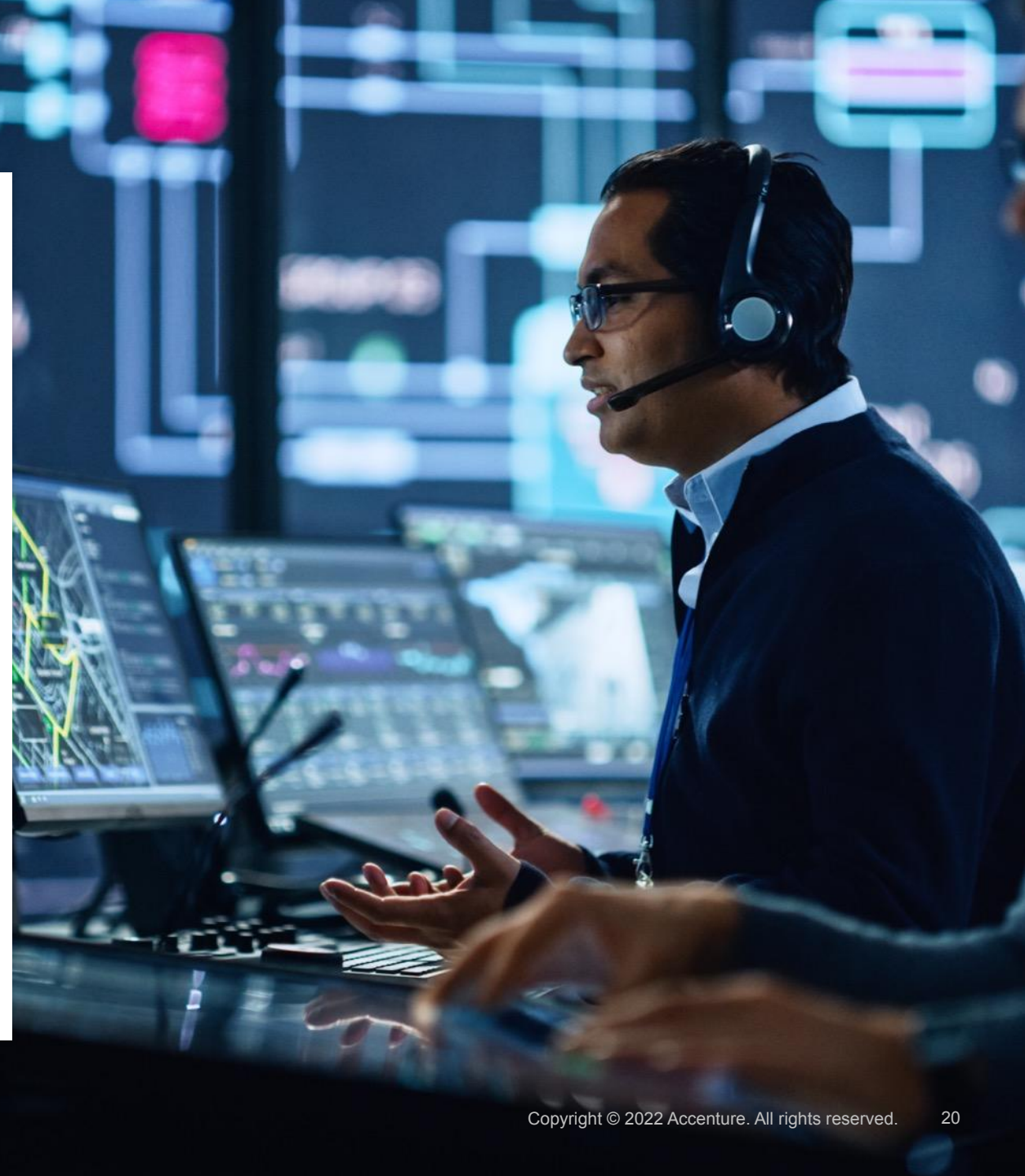
Elevator pitch

Client Opportunity/ Challenge

Bring together the major technology capabilities needed to transform into a modern, connected enterprise and take advantage of new business models

Today, enterprises across all industries are looking to speed up their digital transformations and reorient their organizations as the world continues to change.

When used right, democratized technology tools can have a big impact on enterprise innovation strategies and digital transformations. Spreading the power to create technology solutions across the organization adds a grassroots layer to those transformation strategies. It makes every employee a core part of the digital transformation effort. And when the people closest to problems are the ones solving those problems, they can help keep the company in lockstep with changing needs.

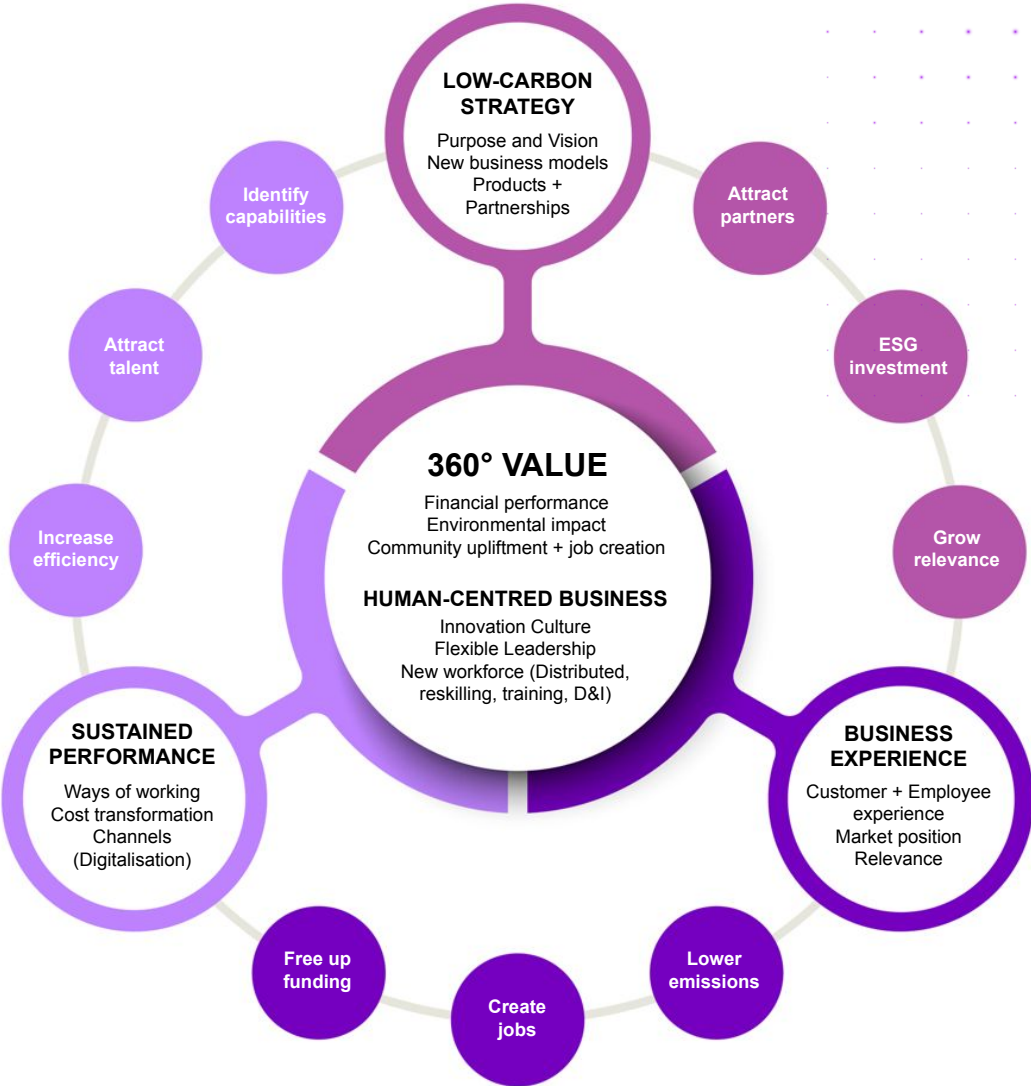


Value Proposition

PLACEHOLDER

PLACEHOLDER

PLACEHOLDER



PLACEHOLDER

PLACEHOLDER

PLACEHOLDER

Our Offering

Unleashing new levels of performance will require reimagining how companies organize.

PRECONFIGURED SOLUTION FOR



ASSETS

- **Oracle Account Reconciliation Cloud Service prototype** account reconciliations for FERC accounts and asset-related items
- **Capital Asset Accounting on PaaS**
- **Oracle Database Appliance and powerful analytics driven on IUDP**
- **Oracle Financial Consolidation and Close Service prototype** (close and consolidations) shows the utility-specific close activities and sequencing
- **Intelligent data platform functionality for HCM, FIN, and SCM**

BENEFITS REALIZED

Gain quicker month closure process

Improve asset longevity and utilization

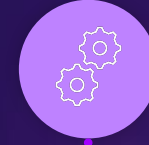
Accelerate FERC and financial reporting compliance

Improve employee safety and well-being



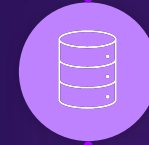
Customer affordability

Supporting market commitments to reduce O&M and sustain customer rates



Platform ecosystem

Integrating enterprise solutions with niche utility solutions as a connected solution



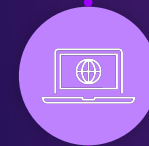
(Reimagined / automation)

End-to-end back-office process alignment



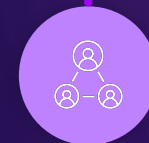
Linkage to utility operations

Bridging process and data gaps between finance, assets and operations in key areas



Advanced financial modeling

Developing forward-looking forecasting modeling and long-term planning analytics



(SynOps / BPS) shared services & operations

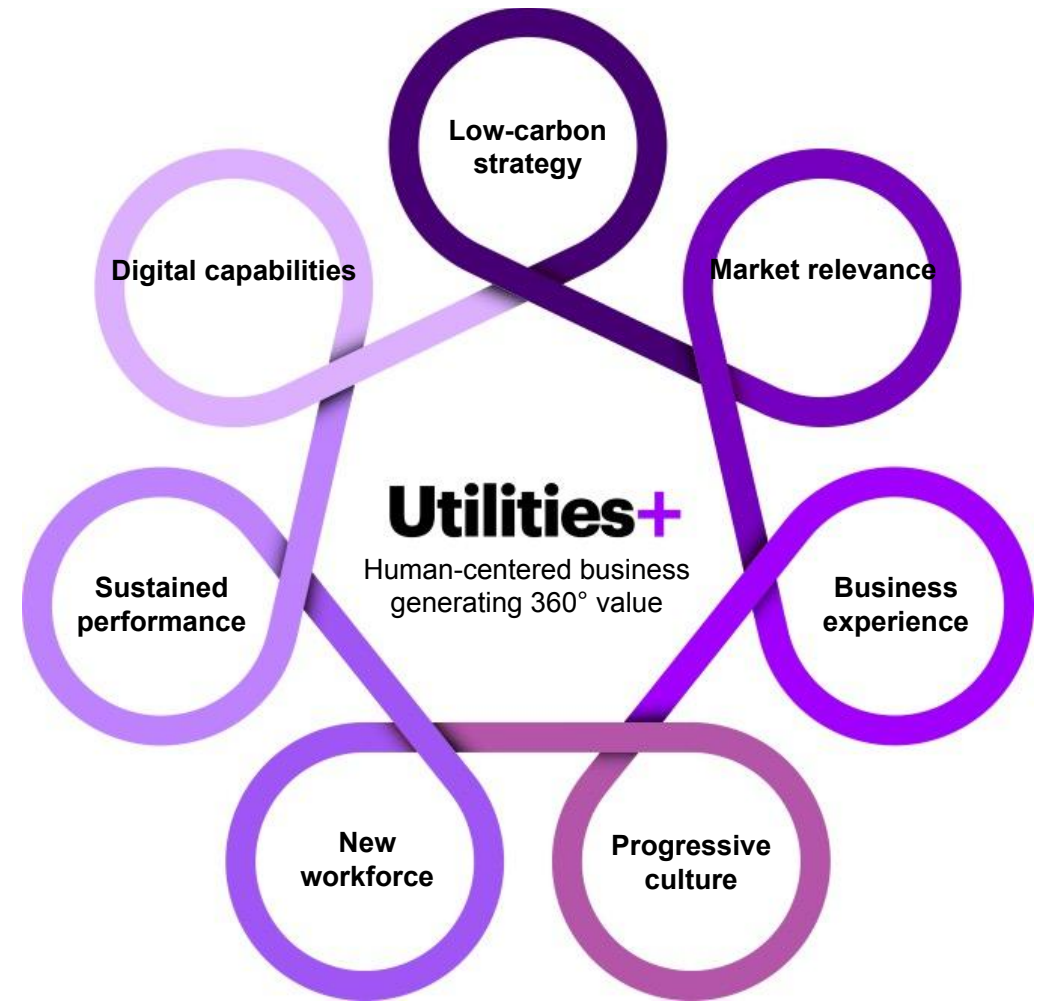
Supporting transitions to shared services and outsourcing in support of customer affordability efforts

Utilities+

360° industry reinvention

To become a human-centered business capable of generating 360° value, Utilities+ should focus on seven connected areas:

- 1 Low-carbon strategy:**
How will the business reduce emissions and help others do the same?
- 2 Digital capabilities:**
Does the business have the tools and teams it needs to work differently?
- 3 Sustained performance:**
Is the business structured for immediate performance, as well as long-term value?
- 4 New workforce:**
Is the business attractive to a digital, dispersed workforce of the future?
- 5 Progressive culture:**
How is the company perceived by the public?
- 6 Business experience:**
Does the business deliver a world-class experience?
- 7 Market relevance:**
Is the business still relevant in an evolving market?



- Read our [2021 Business of Experience: Taking charge and leading the change](#)
- Read our report on [Reinventing the Employee Experience](#)

Forget the fence:

Finding the right business model remains critical

\$221 BILLION¹

The “energy-as-a-service” market could reach \$221 billion by 2026.

360° VALUE

The influx of startups and competitors means that it's more important than ever to find a business model aligned to the future needs of the industry. Defining your desired role will allow for tactical sales, acquisitions and partnerships that lead to sustained relevance and success in the era of electricity.

WHAT'S POSSIBLE?

Imagine if retail customers received a single bill that covered their utilities, telecoms and vehicle subscriptions.

WHO'S TAKING CHARGE?

Tesla, Inc. not only sells a growing range of both consumer and fleet vehicles, but also offers home power storage solutions as well as solar panels and solar roof tiles — all of which can be purchased online.



Read our [Connected Energy Report](#)

05 Real-World Context

Bringing it to life with client examples

Exelon Takes Experience to the Next Level



SITUATION

Exelon embarked on an ambitious program to transform the customer and employee experience by reimagining 5 key customer moments across their 3 operating companies, enabling a multi-experience platform while modernizing their legacy customer platform.

SOLUTION

Accenture was chosen as Exelon's transformation partner to manage and deliver its customer modernization journey, while managing its AMS and back-office BPS support services across Oracle and legacy platforms.

- The **agent desktop was redesigned** to improve the agent experience and reduce handle time associated with high volume transactions (1-2 minute reduction)
- **The 360-degree view** includes customer history, NPS score and next best action as calls come in, as well as a simplified approach to transferring a call if needed
- **Customer service was shifted from legacy CIS to Oracle Customer Experience Cloud**, which provides a multi-experience platform to rapidly evolve Exelon's customer experience and customer service capabilities
- An **intelligent chatbot** was rapidly deployed that offers customers a new channel to interact with, reducing call volumes and handle times
- The solution provided back-office work rationalization and RPA deployment

OUTCOME

\$9.5M/year savings derived from improvements in average handle time. These benefits were reinvested to address critical operational needs to:

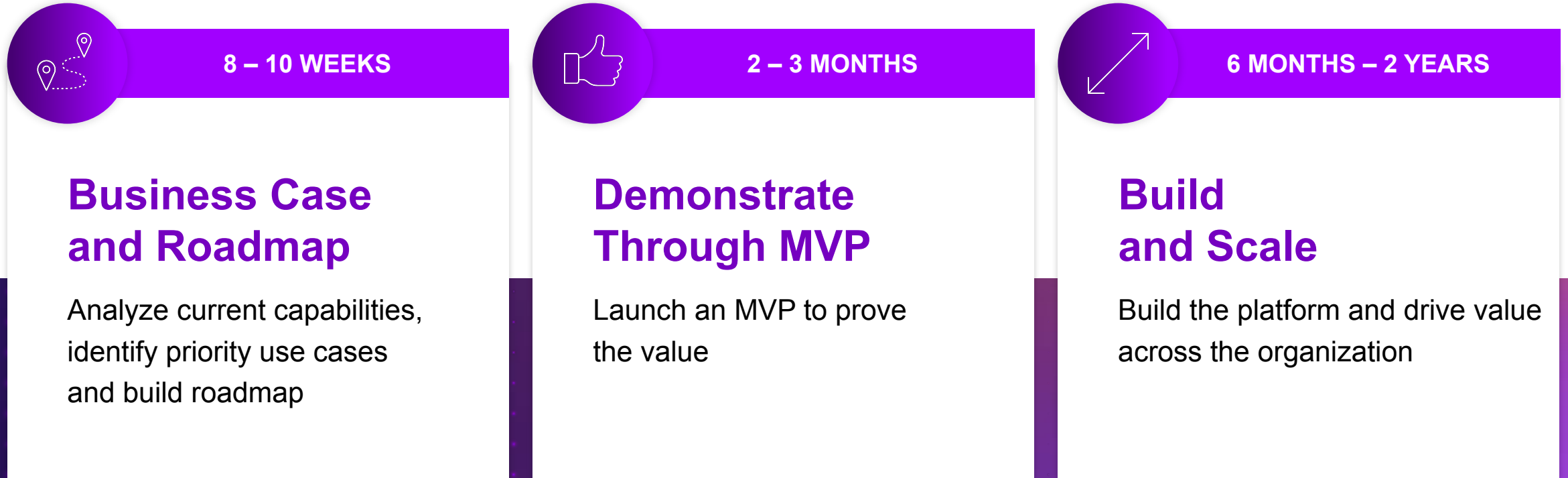
- Enhance service level and first call resolution (FCR) performance
- Reduce the operational cost for the following program to migrate their legacy customer system to Oracle Customer Care and Billing on Oracle Cloud Infrastructure

Additional benefits achieved:

- **Back-office exception volumes** were reduced by 20%, through to-do rationalization and RPA deployment
- **Stabilized business operations** within 30 days, with KPI and metrics at or better than pre-go live within 60 days



How do we get started?



Are you ready to go beyond?

CONTACT US TODAY



Resources



 [Oracle Utilities Collections](#)



 [Oracle Sales Center of Excellence](#)



ENERGY TRANSITION

 [Oracle Energy Transition POV](#)



**UTILITY POV:
CUSTOMER
DRIVEN
BUSINESS**

 [Oracle Customer Driven
Business POV](#)



Accenture and Oracle:

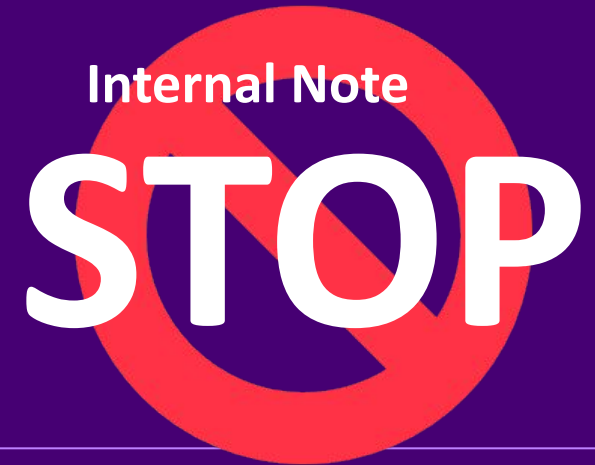
Transforming utilities for a brighter,
sustainable future by harnessing
the power of Oracle technologies
and human ingenuity.



Appendix

**Alternative slide options and reference for
the working team only**

Please read first & remove before sharing with clients



How to use this deck

We've laid out the WHY, the WHAT and the HOW, to make sure you're set up for success when you're talking to your clients about Data-led Transformation

Customization

- None

Additional resources:

To be added

Have feedback? Any questions?

Please contact:

