

2020 UTILITY DATA ANALYTICS FOR THE ENTERPRISE

March 2-3, 2020
Marriott O'Hare
Chicago, IL

CASE STUDIES BY

CPS Energy

Duke Energy

EPRI

Exelon

Oklahoma Gas and Electric

Southern Company

Tacoma Public Utilities

PRE-CONFERENCE WORKSHOP

**Fundamentals of Predictive
Analytics and Data Applications
for Electric Utilities**

MONDAY, MARCH 2, 2020

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HOST UTILITY



Exelon

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Deloitte.

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OVERVIEW

The age of technology is well upon us in the energy field. From IoT to AI, digitalization, and the pervasive influx of smart systems on the grid, big data is only growing bigger for utilities. With the right analytic strategy, companies can easily convert this data into valuable strategic information. To do this, all members of the execution process, from analysts to executive, must work together to effectively accumulate, interpret, and implement data to mitigate risk and improve business strategy.

The 2020 Utility Data Analytics conference is an industry convention of peers sharing best practices, use cases, and lessons learned from a variety of different energy projects. Hear from leading IOUs such as Exelon, Duke Energy, and Southern Company to EPRI's latest research on the true value of data applications in the energy field. This is a content-heavy conference with plenty of emphasis on networking, collaboration, and exciting presentations—featuring Exelon as our host!

LEARNING OUTCOMES

- Discuss latest trends and leading practices in digital transformation and data strategy in the energy field
- Hear use cases and vision sessions with leaders from Exelon, Duke Energy, Southern Company, Entergy, CPS Energy, Tacoma Public Utilities, and OG&E
- Identify analytic technology being used to improve business intelligence and grid infrastructure
- Describe improvements to data culture through the deployment of analytics academies and training programs
- Discuss emerging technologies being used around the industry for better analysis and planning
- Hear about the unique ways data has been mitigating risk and improving worker safety at CPS Energy

WHO SHOULD ATTEND

- Chief Technology, Information, Data, and Analytic officers involved in strategy and planning Managers of:
 - Safety & Training
 - Business Development
 - Asset Strategy
 - Forecasting
 - Planning & Strategy
 - Data Analytics
 - R&D Development
- Planning consultants
- Directors of emerging technologies and associated stakeholders
- Work management professionals
- Business intelligence professionals
- Any professionals or stakeholder involved in process development, data acquisition, data science, or analytics in any capacity in the energy field

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AGENDA

MONDAY, MARCH 2, 2020

12:30 – 1:10 pm

Registration

1:10 – 2:00 pm

Keynote & Welcome

Brian Hurst, VP & Chief Analytic Officer, Exelon

2:00 – 3:15 pm

LEADERSHIP PANEL – Best Practices in Data Strategy and Culture

Corporate strategy and decision making are some of the biggest areas being renovated by data and digital transformation in energy. Through a variety of different methods, our industry's largest companies are revolutionizing the way we use and manage data. This leadership panel will explore some of these tactics and the lessons learned to utility modernization.

Moderator: Tom Martin, Managing Director of Product, TROVE

Brian Hurst, VP & Chief Analytic Officer, Exelon

Ben Zhang, VP of Market Analytics, Duke Energy

Joe Tellez, Chief Technology Officer, Tacoma Public Utilities

3:15 – 3:45 pm

Networking Break

3:45 – 4:30 pm

Applications of a Data-Driven Approach in Electric Operations

This presentation will explore how to leverage machine learning and AI applications to maximize ROI in strategic capital deployment, capture cost savings through data-driven asset maintenance and replacement, and help lay the foundation for utilities as they prepare for the Utility of the Future.

Tom Martin, Managing Director of Product, Trove

4:30 – 5:15 pm

Exploring the Frontier of Emerging Technologies

While many utilities understand that the analytics discipline offers heaps of benefits, crafting an actionable analytics strategy has proven much more difficult. In less than two years, Tacoma Public Utilities (TPU) has engaged in a rapid transformation effort by adopting a cloud-based analytics infrastructure.

This presentation will cover some of the challenges and lessons learned from our journey towards a progressive future and the emerging technologies which have yielded some exciting improvements in our utility.

Joe Tellez, Chief Technology Officer, Tacoma Public Utilities



5:15 – 6:15 pm

Networking Reception



“This was my first time attending an EUCI conference. The information was very helpful and informative that I will bring back to my utility and try to implement other best practices into my organization.”

Director of Operations, Entegrus Powerlines

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AGENDA

TUESDAY, MARCH 3, 2020

7:30 – 8:00 am

Continental Breakfast

8:00 – 8:45 am



Advanced Data Analytics at Duke Energy

In the utility industry, technology and regulatory policy are changing customer expectations. Disintermediation is unraveling existing customer dynamics and reducing load growth. The pressure to reduce O&M spend is increasing to meet earnings targets and there is the ever present need to find new revenue opportunities. These challenges demand utility companies to adapt and run their business in a different way. At Duke Energy, we designed and implemented an advanced analytics strategy to transform our businesses and turn these challenges into opportunities of revenue growth, cost savings and customer experience enhancement.

Ben Zhang, VP of Market Analytics, Duke Energy

8:45 – 9:30 am



Setting Up a Data-Driven Culture: Exelon Academy

Our strategy with the analytics academy pilot was to determine an innovative way to engage our employees in a training platform and program that is different than anything we have done here at Exelon Utilities in the past. We knew that beyond the importance of delivering the outcomes from the formal Business Intelligence and Data Analytics (BIDA) domains, and buildout the data analytics platform, that we are just starting this journey as an organization. When we get this right, our employees will understand the opportunity and application of analytics, have the right tools, and support our future digital shift. There is no playbook here and as a result we are leading our industry with this pilot and many cross-industry companies have expressed interest in our analytics academy. We could not be prouder of our employees that have embraced this opportunity, our sponsors for making this a priority, our partners and teams for the hard work and leadership courage to push a different program here to drive analytics outcomes.

In this presentation we will share lessons learned on how we are working to upskill our talent, developing an analytics community of practice, extracting hidden value from our internal talent, and showcase success stories.

Ankush Agarwal, Director Advanced Analytics, Exelon

9:30 – 10:00 am

Networking Break

10:00 – 11:15 am

PANEL: Big Data Ethics and Data Management

Ready data availability, cheap storage capacity, and powerful tools for extracting information from data have the potential to significantly enhance the human condition. However, as with all advanced technologies, this comes with the potential for misuse. Ethical oversight and constraints are needed to ensure that an appropriate balance is reached.

Panelist:

Yannis Katsanos, Head of Customer Data Science, Exelon

Jim Guszczka, US Chief Data Scientist, Deloitte

Sushant Dutt, Senior Vice President, WNS Global Services

11:15 am – 12:00 pm



Ensuring 360-Degree Persona Analytics Drives “YOUR” Business Value

With a high degree of regulatory and political interest globally, the utilities are working hard to transform their processes to fight perceptions of inefficient customer service, low transparency while aiming to reduce their opex and grow the revenue. Hence, Utilities are collecting more and more data. But, Utilities’ Analytics performance is under-powered to ensure it drives the “real” business values.

Tom McDonnell, Sr. Vice President of Energy & Utility Practice, WNS Global Services

Doug Adams, Sr. Vice President Business Development, WNS Global Services

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AGENDA

TUESDAY, MARCH 3, 2020 (CONTINUED)

12:00 – 1:15 pm

Group Luncheon

1:15 – 2:00 pm



Data Analytics for T&D Innovation

EPRI has recently completed a research initiative focused on identifying, documenting and valuing data-oriented applications and relevant support infrastructure. The target for this work was transmission and distribution system sensors, datasets and use cases. Toward this focus EPRI and the project members developed a data-to-value vision that generically describes the path to a Smarter Power Grid. The premise is that the future grid will be more intelligent, more automated, more flexible, more predictive and more interactive if the industry is able to better leverage information in ways that are well documented, valued and replicable by the industry. This presentation will focus on the approach undertaken for this research initiative, will discuss identified gaps and challenges, and will highlight some of the most valuable success cases from the work. The presentation will also look toward where EPRI believes the next valuable opportunities reside within the data science and analytics space.

Doug Dorr, Program Manager, EPRI

2:00 – 2:45 pm



Condition Based and Predictive Analytics at Southern Company

Southern Company is a leading energy company serving 9 million customers through our subsidiaries. We provide clean, safe, reliable and affordable energy through electric operating companies in three states, natural gas distribution companies in four states, a competitive generation company serving wholesale customers across America, a leading distributed energy infrastructure company, a fiber optics network and telecommunications services.

Through an industry-leading commitment to innovation and a low-carbon future, Southern Company and its subsidiaries develop the customized energy solutions our customers and communities require to drive growth and prosperity. Our uncompromising values ensure we put the needs of those we serve at the center of everything we do and govern our business to the benefit of our world.

A forward-thinking analytic strategy is a key component of effectively serving our customers and communities. This session will present some of the ways Southern Company has been utilizing Condition Based Maintenance (CBM), Monitoring & Diagnostics Centers, and other analytics processes to provide relevant information to our generation, transmission, and other business operations.

Randy Jones, CBM and Analytics Manager, Southern Company

2:45 – 3:15 pm

Networking Break

3:15 – 4:00 pm



Building a Bridge Between your Analytics and Safety Groups

This session will focus on driving safety and will guide attendees in building a safety culture while gaining process improvements. Based on the experiences of a safety leader overseeing the fleet operations, safety, and business continuity at a large energy utility, this presentation will cover CPS's journey on how it has been developing an advanced approach to data-based decision making in safety. There will also be a guided discussion with other group members and a lot of time for Q&A.

Bert Hargesheimer, Senior Director—Fleet Operations, Safety, and Business Continuity, CPS Energy

4:00 – 4:45 pm

Intelligent Automation as Applied Towards Analytic Utility Environments

This presentation will cover different methods to use automation to scale enterprise utility applications. Automation in this sense will explain the process to facilitate analytics including regression testing.

Khalid Behairy, Managing Director, Deloitte.

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PRE-CONFERENCE WORKSHOP

Fundamentals of Predictive Analytics and Data Applications for Electric Utilities

MONDAY, MARCH 2, 2020

8:00 – 8:30 am **Registration and Continental Breakfast**

8:30 – 11:30 am **Workshop Timing**

OVERVIEW

There has been a lot of strategic discussion in the utility industry around the high value of data analytics, but not as much focus on exactly what to do with the analytics. This workshop will deep dive into high value use cases and will attempt to set up a clear picture of the different opportunities available through data analytics and how it can be used to holistically improve operations, business, strategy, and reduce risk.

The workshop is meant to be a hands-on view into use cases that utilities are seeing immediate value in implementing—not just a theoretical discussion of the possibility of analytics for utilities. We'll dive into an overview of a variety of high value use cases while still connecting the data science use cases to the strategic benefit for the utility. This workshop will attempt to discuss some of the recurring utility challenges listed below and provide potential data applications to assist in finding solutions.

SEVERAL RECURRING NEEDS AMONG UTILITIES

- Optimizing capital spend to better manage customer prices long-term
- Increasing focus on reducing O&M costs without sacrificing safety, reliability and customer satisfaction.
- Reducing the impact of unplanned work with proactive approaches to non-storm and storm outages to improve safety, reliability, and stay on budget.
- Budget concerns, costs, and financing adjustments
- Landscape of technology assessment and what is available—AI, Machine Learning
- Risk profiling and management

LEARNING OUTCOMES

- Framing the problem: moving from cadence-based asset management to data-driven, risk-based asset management
- Approach to implementing Data Science within Electric Operations
- Examples of types of use cases leading utilities are implementing with discussion around ROI and captured impact
- Deep dive into sample use cases

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WORKSHOP AGENDA

Introduction

- Holistic understanding of data analytics in energy
- Machine Learning and AI applications and challenges
- Nuances of technology in an energy market

Enterprise Applications

- Financing, costs, and budget
- O&M
- Storm Restoration
- Risk management

Case Studies

- Pilot projects
- Product use cases

WORKSHOP INSTRUCTORS



Tom Martin

Managing Director of Product, Energy & Utilities, TROVE Predictive Data Science

Tom Martin is the Managing Director of Product, Energy & Utilities at TROVE Predictive Data Science. In his current role, Tom works to bring AI and Data Science products, known as Solvers, into utilities by focusing on the actionable use cases and insights that enable changes to business practices and produce measurable value around Customer Insights, Dynamic Segmentation for Products & Services, Demand Side Management, and T&D Work Optimization and Asset Deployment. Prior to TROVE, Tom led the Emerging Grid Technology team at Pacific Gas & Electric leading the implementation of new technology and analytics in support for PG&E's Electric Operations as PG&E looked to reduce operational costs, improve safety, and increase reliability through a renewed focus on implementing a data-driven culture. Tom also built the "Grid of Things" team at PG&E, developing strategy and demonstrating new technology for the IoT of the electric grid-- including DERMS, customer solar, battery storage, and other DER impacts to the changing grid. Tom has a BS in Electrical Engineering and an MBA, both from the University of Notre Dame.

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INSTRUCTIONAL METHODS

Case studies, PowerPoint presentations and group discussion will be used in this event.

REQUIREMENTS FOR SUCCESSFUL COMPLETION

Participants must sign in/out each day and be in attendance for the entirety of the conference to be eligible for continuing education credit.

IACET CREDITS



EUCI has been accredited as an Authorized Provider by the International Association for Continuing Education and Training (IACET). In obtaining this accreditation, EUCI has demonstrated that it complies with the ANSI/IACET Standard which is recognized internationally as a standard of good practice. As a result of their Authorized Provider status, EUCI is authorized to offer IACET CEUs for its programs that qualify under the ANSI/IACET Standard.

EUCI is authorized by IACET to offer 0.9 CEUs for the conference.

REGISTER 3, SEND THE 4TH FREE

Any organization wishing to send multiple attendees to this event may send 1 FREE for every 3 delegates registered. Please note that all registrations must be made at the same time to qualify.

EVENT LOCATION

A room block has been reserved at the **Marriott Chicago O'Hare**, 8535 West Higgins Road, Chicago, IL 60631, for the nights of March 1-2, 2020. Room rates are US \$134 plus applicable tax. Call **1-773-693-4444** for reservations and mention the EUCI event to get the group rate. The cutoff date to receive the group rate is February 8, 2020 but as there are a limited number of rooms available at this rate, the room block may close sooner. **Please make your reservations early.**

SPONSORSHIP OPPORTUNITIES

Do you want to drive new business through this event's powerful audience? Becoming a sponsor or exhibitor is an excellent opportunity to raise your profile before a manageably sized group of executives who make the key purchasing decisions for their businesses. There is a wide range of sponsorship opportunities available that can be customized to fit your budget and marketing objectives, including: **Platinum, Gold, or VIP sponsor, Reception host, Networking break host, Tabletop exhibit, Workshop sponsor, Lanyard sponsor, Luncheon host and Breakfast host.**

Please contact Aaron Voss at avoss@euci.com or 720-409-0611 for more information.

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REGISTRATION INFORMATION

EVENT LOCATION

Mail Directly To:

EUCI
6400 S Fiddlers Green Cir., Suite 1620
Greenwood Village, CO 80111
OR, scan and email to: conferences@euci.com

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PLEASE SELECT

BUNDLE PRICE: 2020 UTILITY DATA ANALYTICS FOR THE ENTERPRISE CONFERENCE AND PRE-CONFERENCE WORKSHOP

MARCH 2-3, 2020: US \$1895
EARLY BIRD on or before FEBRUARY 14, 2020: US \$1695

2020 UTILITY DATA ANALYTICS CONFERENCE ONLY

MARCH 2-3, 2020: US \$1495
EARLY BIRD on or before FEBRUARY 14, 2020: US \$1295

PRE-CONFERENCE WORKSHOP ONLY: FUNDAMENTALS OF PREDICTIVE ANALYTICS AND DATA APPLICATIONS FOR ELECTRIC UTILITIES

MONDAY, MARCH 2, 2020 2007: US \$595
EARLY BIRD on or before FEBRUARY 14, 2020: US \$495

I'm sorry I cannot attend, but please email me a link to the conference proceedings for US \$395

ENERGIZE WEEKLY

Energize Weekly is EUCI's free weekly newsletter, delivered to your inbox every Wednesday. We provide you with the latest industry news as well as in-depth analysis from our own team of experts. Subscribers also receive free downloadable presentations from our past events.

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How did you hear about this event? (direct e-mail, colleague, speaker(s), etc.)

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OR Enclosed is a check for \$ _____ to cover _____ registrations.

Substitutions & Cancellations

Your registration may be transferred to a member of your organization up to 24 hours in advance of the event. Cancellations must be received on or before January 31, 2020 in order to be refunded and will be subject to a US \$195.00 processing fee per registrant. No refunds will be made after this date. Cancellations received after this date will create a credit of the tuition (less processing fee) good toward any other EUCI event. This credit will be good for six months from the cancellation date. In the event of non-attendance, all registration fees will be forfeited. In case of course cancellation, EUCI's liability is limited to refund of the event registration fee only. For more information regarding administrative policies, such as complaints and refunds, please contact our offices at 303-770-8800. EUCI reserves the right to alter this program without prior notice.

