



# ENERGY TRANSITION





**“It’s time for utilities to capitalize on a newly dynamic environment, in which jobs, climate, societal value and investment come together like never before.”**

**Stephanie Jamison  
Accenture Utilities Global Lead**

# EXECUTIVE SUMMARY

Utilities are at the heart of the Energy Transition and have the opportunity to unlock the real value in Energy Services like electrification of homes and businesses, adoption of Electrical Vehicles, implementation of local energy solutions and the decarbonization of businesses.

Energy providers are uniquely placed to grasp these new opportunities. Simple yet comprehensive energy management services, which bundle energy flexibility, DER and eMobility into holistic value propositions in an experience that is intuitive will remain relevant and experience growth in the coming years.

Oracle's leading technologies provide a tailored opportunity for utilities companies to revolutionize their value chain from customer to grid.





# ECOSYSTEM INFLECTION POINT

**The energy transition has created new demand-driven value pools within energy markets.**

Powerful forces are driving this change, the effects of which we can observe in the ingress of new entrants, evolving policy and regulatory models, and investor focus on the green future.

COVID-19 has accelerated moves toward this future. Today, governments are tying ambitious climate goals to pandemic stimulus packages, while **consumers rally around sustainable choices to avert a global climate crisis.**

Additionally, the Biden/Harris Administration is prioritizing an ambitious clean energy investment agenda and with it, the potential for new funding avenues for U.S. utilities to advance energy projects. **Utilities should be planning now on identifying and shaping conceptual project proposals.**







In many cases there is still a significant gap between customer expectation and energy providers' performance in delivering offerings to the end customer.

And that gap is growing, as customer expectations increase and table stakes for service levels rise cross-industry (for example, as driven by highly customer-centric businesses such as Amazon, Google and Netflix).

Accordingly, addressing the key experience drivers of trust, simplicity, transparency and affordability are critical to enable customers to engage effectively. And the energy transition will only truly gain traction with end-consumer participation.

**Sustainable offerings are not only the right things to do for consumers, but the right things for business as well.**

Emerging value pools spanning energy efficiency, energy management, distributed generation, storage, eMobility and demand-side flexibility are rapidly maturing.



# ORACLE ENERGY TRANSITION OFFERING: LEADING THE TRANSFORMATION OF UTILITIES TOWARDS SUSTAINABILITY

... powered by the Oracle Utilities Platform



## Connected Energy Retail

Energy Management and New Business Models utilizing insights and analytics to accelerate customer adoption to zero emission



## Energy Network of the Future

Business Led Platform Play  
Connecting the Customer to the Grid

Scaling Industry IX and Smart Grids to enable operators to integrate renewables and DERs onto the grid



## Sustainable Journey to Cloud

Reducing IT footprint through Cloud Operations and Journey to Cloud and OCI

Low Carbon Energy Industry Transition

Green IT, Cloud and Software

**Customer to Meter (C2M)**

**Customer Cloud Service (CCS)**

**Network Management System (ADMS & DERMS)**

**Live Energy Connect**

**Customer Cloud Service (CCS)**

**Customer Experience Cloud**

**Advanced Metering Solution (AMS)**

**Meter Solution Cloud Service (MSCS)**

**Work and Asset Management (WAM)**

**Work and Asset Cloud Service (WACS)**

**OPower**



# CONNECTED ENERGY RETAIL

**Deliver new business models to accelerate consumer adoption of zero-emission energy solutions at scale.**

Energy efficiency and energy management programs have served as cornerstones of the energy service value chain and Oracle brings insights and analytics to accelerate customer adoption to zero emission.



Achieve aggressive decarbonization goals by applying artificial intelligence and behavioral science technologies to change customer behavior at sale.



Power your deepest customer engagement programs fueled by insights and analytics to lay the foundation for sustainability and customer adoption.





# ENERGY NETWORK OF THE FUTURE

Combining Accenture's deep industry and systems integration expertise with Oracle's latest technologies, the Oracle Utilities Platform spans across asset & field management, network management, customer operations and experience for utility companies.

Our solutions can fully model, monitor and control in real time the customer-centric grid, incorporating DERs. Providing operators, the ability to optimize their systems to improve reliability and shorten outages.

Oracle Live Data Connect brings it all together to manage the systems of systems that comprise today's smart grid no matter which protocol you use.





# SUSTAINABLE JOURNEY TO CLOUD

**Reducing the footprint of IT, cloud and software while unleashing their potential.**

We are leveraging our capabilities to drive impact across IT and software, prioritizing Journey to Cloud and integrating sustainability into our assets and accelerators.

We support our clients on their Journey to Cloud with the following services:



Assessment & Business Case



Upgrade AAS

Implementation



Test and Automation



# THE ACCENTURE + ORACLE DIFFERENCE

## WHY ACCENTURE?



### INNOVATION

We've been on a journey with our clients for more than a decade to make zero-emissions energy industrialized, competitive, and ubiquitous. Our energy transition services span the Utilities value chain from generation, transmission and distribution, to energy trading and retail and customer.

From the innovative work our people do every day to the partnerships we develop around the world, we're using our intimate understanding of technology and its impact on people to help transform society at scale with a focus on the triple bottom line: people, purpose driven profit, and planet.



### EXPERIENCE

Over 25 years of experience teaming with Oracle

Recognized as Oracle's #1 implementor globally and the first to achieve Diamond Status, now Global Cloud Elite and Platinum level in the Oracle Partner Network, and now Oracle Cloud Excellence Implementer

750+ Oracle Utilities Professionals

Recognized as Oracle Cloud Excellence Implementer (CEI)

105+ Specializations held, including 20+ Advanced Specializations

Acquisition of Bridge Energy in 2019, which strengthened its transmission and distribution consulting business.

## WHY ORACLE?



### AMBITION

Oracle is in the unique position of providing solutions that cover all aspects of the nexus of IT and sustainable business practices, hardware, technology and applications, from cloud data centers to business intelligence to smart utility grids. recycle and reduce. They encourage customers to leverage the Oracle Cloud, a more sustainable alternative. They also recognize that there is always more to be done and look forward to contributing to building a new circular economy that promotes greater resource productivity.



### ANALYSTS

Gartner has named Accenture a leader in Magic Quadrant for Oracle Cloud Application Services, Worldwide (May 2020)

<https://www.gartner.com/doc/reprints?id=1-1YZG45PQ&ct=200507&st=sb>

Accenture Named a Leader [in IDC MarketScape](#) on North American Strategic Consultants and Systems Integrators for Distributed Energy Resource Management Systems



# Our digital solution allows visibility and control from grid to customer for a complete 360° journey

By bringing together a vast array of integrated Oracle and Accenture utilities industry solutions, we can connect any point in the grid with each other, from consumer to utility and everywhere in between. This opens up new ways for anyone on the grid to benefit from energy usage and generation, fostering cooperation and a true sense of community.

## LEVERAGING A WIDE ARRAY OF PRODUCTS ACROSS THE SYSTEM

### Network Management

- Oracle Network Management System (NMS DERMS)

### Asset Operations

- Oracle Field Service

### Customer Operations

- Oracle Customer to Meter (C2M)

### Grid Visualization & Optimization

- Bridge Breakthru
- Accenture E-Mobility

### Customer Experience

- Service Cloud
- Engagement Cloud
- Sales & Marketing
- Eloqua
- Digital Assistant (ODA)
- Opower DSS – Energy Management
- Opower DSS – Transactions

## CONNECTED ENERGY RETAIL

- **Service Sign Up**
- **Ongoing Communication**
  - Billing
  - Demand Response (DR) Events
  - Promotions
- **Energy Efficiency Programs**
- **Load Management/Grid Balancing**
  - EV Charging and Related DR
  - Undervoltage
  - Severe Weather Disturbance

## SUSTAINABLE JOURNEY TO CLOUD

- **Customer Operations**
- **Customer Experience**
- **Cloud Infrastructure**

**Breakthru Accelerators:**  
Data acquisition, real-time ingestion, and cleansing



## FIELD TECH

Consultation and Installation



## ENERGY NETWORK OF THE FUTURE

- **Load Management/Grid Balancing**
  - Related DR
  - Undervoltage
  - Severe Weather Disturbance
- **Asset Management**

### Accenture E-Mobility:

Grid Optimization through EV customer behavior insights



## MEET ACCENTURE'S UTILITIES INDUSTRY THOUGHT LEADERS



**Samia Tarraf**  
North America  
Oracle Lead



**Laurence Bellenguez**  
North America Oracle  
Industry Lead +  
North America Oracle  
Resources Business Group  
Lead



**Christine Molloy**  
North America Oracle  
Play Lead + Global  
Oracle Industry  
Strategy Lead



**Scott Tinkler**  
North America  
Utilities Lead



**Jason Teckenbrock**  
North America Utilities  
Lead for Transmission  
& Distribution

### About Accenture

Accenture is a global professional services company with leading capabilities in digital, cloud and security. Combining unmatched experience and specialized skills across more than 40 industries, we offer Strategy and Consulting, Technology and Operations services and Accenture Song — all powered by the world's largest network of Advanced Technology and Intelligent Operations centers. Our 721,000 people deliver on the promise of technology and human ingenuity every day, serving clients in more than 120 countries. We embrace the power of change to create value and shared success for our clients, people, shareholders, partners and communities. Visit us at [www.accenture.com](http://www.accenture.com).