

accenture

UTILITY POV: THE VISION



EXECUTIVE SUMMARY

Utilities are facing constant demand to upgrade intellectually and digitally to enhance customer experience. With changing industry landscape Utilities, the otherwise laggards now feel the heat to prioritise customer centricity and enable integrated ecosystem in order to increase customer satisfaction.



A NEW LANDSCAPE IS EMERGING FOR POWER GENERATORS, ENERGY RETAILERS, AND PEOPLE

Utilities, businesses, and people all over the world have transformed the way that we live and work faster and more dramatically than we could have imagined.

As the immediate health crisis evolves and lockdowns end, it is clear that things are not the same. COVID -19 has forever changed the experience and mindset of consumers, employees and businesses. Remote work, social distancing, temperature checks, and fear of infecting loved ones is now an everyday experience.

Each utility faces a unique environment as well as stage in the crisis but across all areas, we see three broad shifts that are reshaping the environment for power generators.

CUSTOMER CENTRICITY

- Customer Centricity needs to be top of mind as fighting for the hearts of the customer every day is the New Normal.
- Most of the current retail operating models & capabilities will fail to deliver that outcome without a drastic re-engineering and an “experience” mindset.

EMBRACING INNOVATION

- Embracing innovation & change is a key capability to lead and become more relevant in the new energy model with new creative and aggressive players and actors entering the field.
- Putting innovation, agility & entrepreneurship at scale in the heart of the new energy business will become mandatory to win.

ENERGY PROSUMERS

- Energy consumption and energy solutions are becoming top of mind of the new energy customers.
- They not only consume but also by produce and are now active participants in the Energy system.
- Energy is a priority in their daily lives.

A FUTURE SHAPED BY PEOPLE



We believe that the future of the utility industry will be shaped by people and the choices they make as consumers, employees and citizens.

Customers, technology and culture are all changing the utilities landscape. Progressive utilities are adopting a new power model that's decarbonized, decentralized, disaggregated and digitized; putting people at the heart of their strategy.

Covis-19 has changed the customer mindset and being physically isolated but not digitally means that trends towards digital have accelerated by necessity with an explosion in ecommerce, social media engagement, and digital media consumption that change how utilities can engage. Digital first behaviors will be engrained in consumers and could accelerate shifts to self-serve with utilities if they can be introduced now.

While conceding that digitalization and technological advancements will massively disrupt the sector, **it will be people that ultimately decide how we extract value from the opportunity that technology provides** .

A FRAGILE TIME FOR SUSTAINABILITY

The transition to a net zero carbon energy production and consumption system poses a multi-faceted problem. It impacts a wide range of stakeholders across the ecosystem, from investors and regulators to suppliers and end-consumers.

With companies stepping up their emission reduction commitments, driven by market and regulatory changes, consumer behavioral shifts and other externalities, we see momentum building for industry value chains to decarbonize.

COVID-19 has temporarily reduced harmful carbon emissions from curtailed economic activity and lower power consumption. However, economic value creation, as measured by GDP, is strongly correlated to energy consumption. It is hard to see how the global economy could recover without a corresponding increase in emissions at the same pace—or worse, growing—unless there is a surge in energy efficiency. The economic stimulus packages that countries adopt will largely determine whether this crisis is a threat or an opportunity for energy transition.



ENSURING SAFETY AND BUSINESS RESILIENCY

As of April, over half of the world is under stay-at-home orders. Utilities have quickly enabled home agents at scale. Marketing, sales and enterprise employees have been enabled with expanded collaboration tools while critical field and control center employees have been challenged to extend business continuity plans for on-site work from a couple weeks to months.

However, what started as a health crisis has become an economic crisis with stay-at-home orders shutting down companies, pushing small businesses and customers to the brink and skyrocketing unemployment.

As some governments advise citizens to delay paying utility bills, utilities and regulators are also stepping in with support with disconnect moratoriums, payment deferrals, and closure of physical locations. Alongside reduced overall demand, this will create a liquidity challenge that will ripple across the utility value chain for months.



BUYERS AND THEIR ROLES

By understanding the behaviors and motivations of our buyers and other factors affecting their decisions, we can identify opportunities available to companies and paths they may take to reimagine human experience with technology.



CHIEF INFORMATION OFFICER

Focused on strategy, transformation and flexibility

Which platforms and new products can deliver value to customers?



CHIEF FINANCIAL OFFICER

Focused on ROI, revenue and cost

How do I maintain a sustainable but cost effective business?



CHIEF MARKETING OFFICER

Modern marketing will need insights-based clarity

How do we align products, services and interactions better to customer preferences and behaviors



CHIEF CUSTOMER OFFICER

Evaluates customer experience and operational impact

How do I respond to end consumer behavioral shifts?



CHIEF HR OFFICER

Must find solutions that are adaptive and flexible for a changing world of work

How do solutions support an HR Customer-Centric redesign of the employee experience?

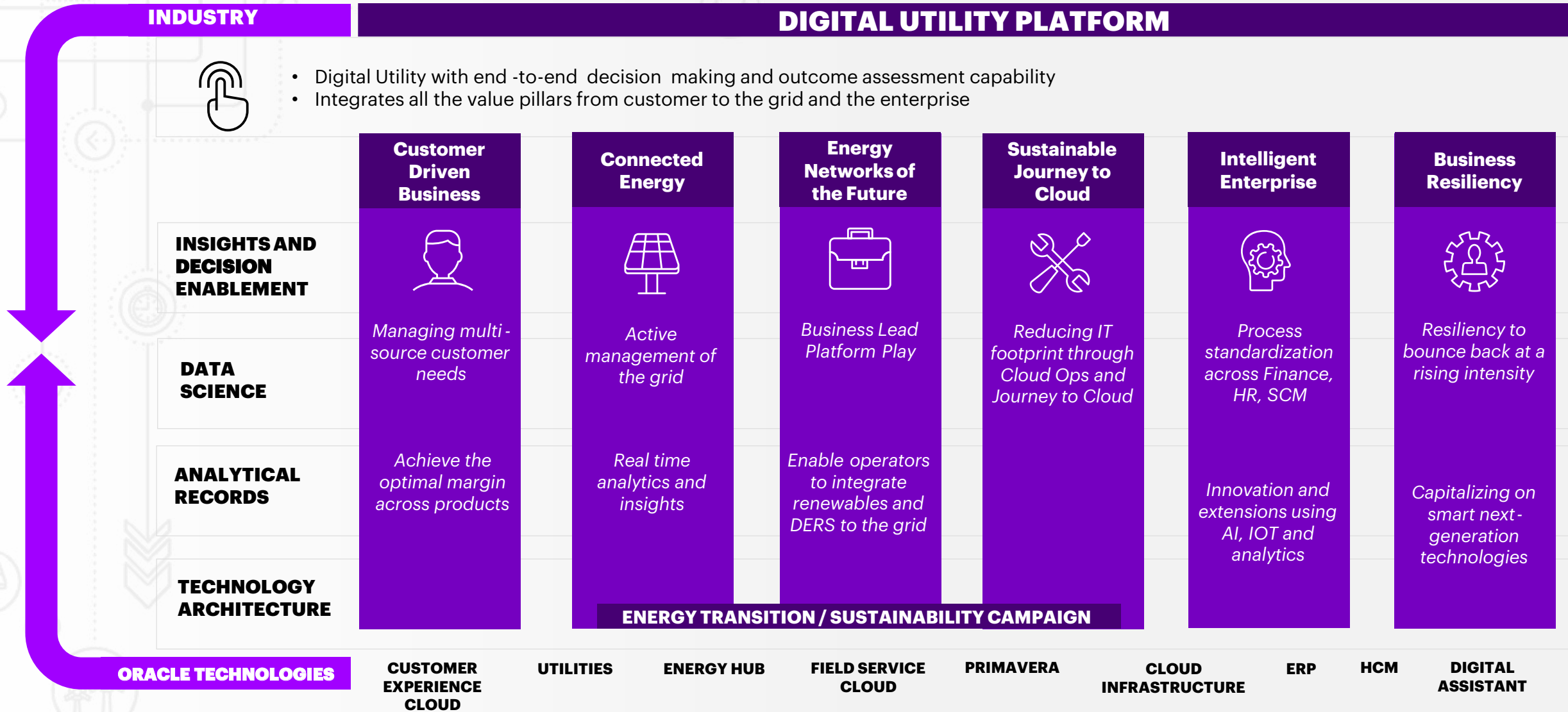


CHIEF GREEN OFFICER

Managing the commitment to reduce its carbon footprint and protecting the environment

How should we respond to shareholders' raising concerns on climate risks and the transforming industry?

Tomorrow's energy ecosystem will look very different to 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.



THE ACCENTURE + ORACLE DIFFERENCE

WHY ACCENTURE?



INNOVATION

The Oracle Utilities Solution is anchored on business outcomes and unlocking value in short time-frames so clients realize value fast

We combine Accenture's deep industry knowledge and systems integration expertise with Oracle's latest technologies to bring a modular, platform solution

Our solution leverages Accenture's myConcerto, an end-to-end integrated digital platform, consisting of thought leadership, approaches, methodologies, assets, and accelerators to help clients envision, innovate, solution, deliver and support their transformation to an intelligent enterprise. (1800+ artifacts, preconfigured environments, diagnostic tooling, advisory services)



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

30+ years Utilities Customer Solution Experience

50+ Oracle Utilities Implementations

172+ Oracle awards since 2003, 30+ since 2016

Recognized as Oracle Cloud Excellence Implementer (CEI)

105+ Specializations held, including 20+ Advanced Specializations

WHY ORACLE?



AMBITION

Oracle pairs the latest technology with innovative behavioral design to deliver solutions that solve our client's biggest challenges. From intelligent grid management systems to insight-fueled customer engagement programs, Oracle is proud to support utilities worldwide as together we drive towards a sustainable water and energy future.



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>

Forrester Wave™: Services Providers for Next -Generation Oracle Application Projects, Q4 2018

https://reprints.forrester.com/#/assets/2/77/RES141335/reports_

IDC in October 2018, naming Accenture as a leader in their MarketScape: Worldwide Oracle Implementation Services 2018 Vendor Assessment.

http://idcdocserv.com/US44364618e_Accenture



AS WE FOCUS ON THE FUTURE OF UTILITIES, WE ARE EXPANDING OUR ORACLE CUSTOMER PLATFORM AND INVESTING IN ENERGY TRANSITION AND BUSINESS RESILIENCY.



CUSTOMER DRIVEN BUSINESS

Digital Customer Operations

Focus on cost structure transformation and AAS models while leading our client on their journey to cloud

Customer Experience+

Create disruptive customer engagements using AI to deliver hyper personalized and conversational interactions across new and existing channels



CIO



CCO



ENERGY TRANSITION

Energy Network of the Future

Business Led Platform Play Connecting the Customer to the Grid

Connected Energy Retail

Energy Management and New Business Models

Sustainable Journey to Cloud

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



CGO



CMO



CCO



BUSINESS RESILIENCY

Capitalize on smart next -generation technologies like data analytics, machine learning and artificial intelligence can help provide the grittiness and resilience in the system



CHRO



CFO



CCO

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



Mike Abts
North America Energy
Retail & Customer
Services Lead

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.