



Delivering Greater Value Faster, for Today's Utilities

Improve Customer Experience.

Enhance Operational Efficiency.

Achieve Performance Excellence.

Oracle Utilities



Oracle and Utilities

Around the world, utilities are under pressure. Citizens demand energy and water that don't undermine the environment. Financial stakeholders look for operational efficiency at a time when aging workforces and infrastructures are facing replacement. Regulators require compliance and detailed reporting on operations. Operators seek action on smart grid and smart metering initiatives that add intelligence to infrastructure. Customers seek choice and convenience—at affordable costs.

Pressures like these are forcing today's utilities to re-examine every aspect of their business process, from supply to consumption to billing and settlement. To address these challenges, successful utilities need a trusted advisor and partner to help plan, navigate, and execute their business strategy. And they need that trusted advisor to deliver greater value, faster, with lower cost and risk.

Oracle has positioned itself as utilities' software partner of choice in the quest to respond positively to these pressures. To do so, Oracle brings together a worldwide team of utility experts who understand your business, software applications that address mission-critical needs, a rock-solid suite of corporate operational software, high performance servers and storage, and world-leading middleware and technology. The results: proven, flexible, innovative solutions with faster implementation times that improve customer experience and enhance operational efficiency – to help today's utilities achieve performance excellence.

The Oracle Difference

The Most Complete End-to-End Solution, with Lower Cost and Risk

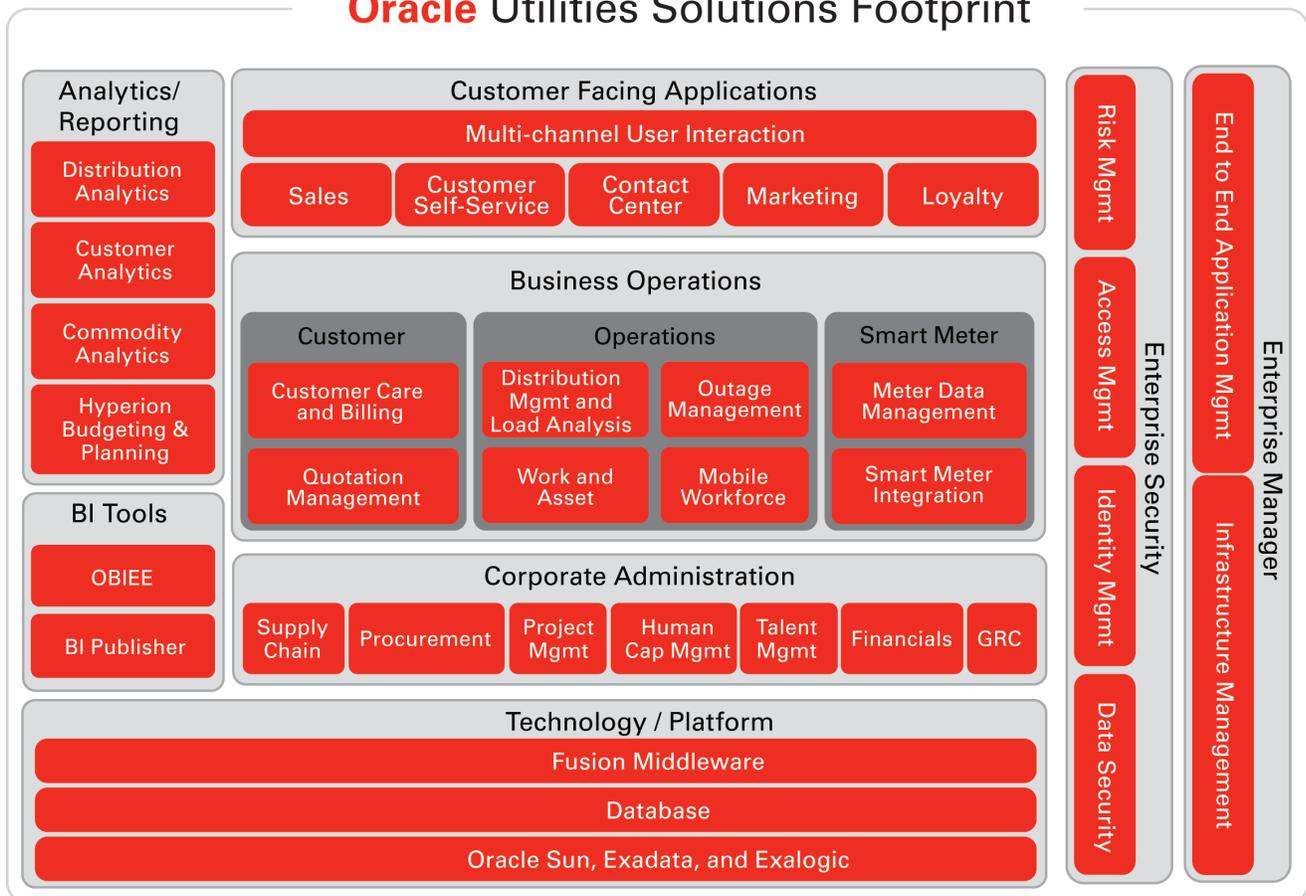
Oracle provides utilities with the world's most complete set of software choices. We speed delivery of utility-specific services, increase corporate administration efficiency, and turn business data into business intelligence. Underpinning all these applications is Oracle's world-renowned middleware and technology.

Choice

Oracle helps utilities address immediate problems while building toward a more cohesive, efficient technology infrastructure. Our best-of breed solutions address specific pain points. Pre-integrated applications ease the development and administration of cross-departmental business processes.

A complete Oracle applications and technology footprint assures interconnectivity, focuses accountability, and significantly reduces the resources required for vendor management.

Oracle Utilities Solutions Footprint



The Oracle Solution Footprint for Utilities

Configuration, Not Customization

Customizing vendors' off-the-shelf software is expensive, time-consuming, and uncertain. And once the customizations are in place, they make it far more difficult and costly—or impossible—to upgrade the software as new market and regulatory requirements emerge.

Yet no two utilities operate identically.

Oracle solves this problem through configuration. During implementation, each utility makes a series of choices that tailor operations to its precise requirements. And Oracle preserves those choices throughout multiple updates and upgrades. With Oracle, utilities get the cost advantages of off-the-shelf products with the operational efficiencies inherent in software that works the way users need it to work.

Integration

By basing all applications on an increasingly robust set of IT industry standards, Oracle makes it easy to integrate applications from any vendor. Staff does not need to learn proprietary, potentially obscure languages or cope with complex and one-off procedures. Integrating Oracle applications with existing legacy or other non-Oracle packages is a straightforward process that helps make for faster implementations and smoother operations.

Utilities choosing multiple Oracle applications receive, in a growing number of cases, pre-packaged integrations that ease the process even further.

Underlying these individual integrations is Oracle's Application Integration Architecture (AIA). This single platform for Oracle's productized and standardized integrations reduces the time and cost of application integration, dramatically eases upgrading and testing, and in general, helps lower total cost of ownership for the complete set of Oracle applications and technology.

Innovation

The speed of market change in the utilities industry puts a premium on technology innovation.

Because Oracle addresses database, middleware, and applications as a cohesive whole, our development teams leverage innovations in one part of the "solution stack" that can deliver benefits in others. Even before a technology innovation, for instance, is ready for general release, Oracle applications and middleware developers are updating their software so that it takes full advantage of the technology change.

The same applies to innovations in applications or middleware, which quickly spread to all parts of the Oracle Utilities offerings.

The result: New technology – and value – delivered more quickly and seamlessly to meet individual needs.

Partners

Oracle's outstanding set of integration and technology partners supplement our products and services. Their vision and commitment supplement Oracle offerings with fast, accurate delivery and solutions that reflect years of regional and global experience.



Oracle Applications for Customers and Billing

Oracle offers the utilities industry a complete set of applications and technologies to handle the entire customer lifecycle and related business processes.

Customer Care and Billing

Oracle Utilities Customer Care and Billing is a complete billing and customer care application for utilities serving residential, commercial, and industrial customers. It addresses both customer and financial data management while handling receivables functions like payment processing, “budget” and multi-party billing, and credit and collections. It incorporates such customer relationship features as order entry, contract management, and affinity programs. Its ability to show a 360-degree view of the customer provides a firm foundation for the contact center.

Oracle Utilities Customer Care and Billing works for electric, gas, and water utilities. Any type of utility – from the largest investor- or government-owned integrated utility to the smallest municipal utility or retailer—can choose modules that are best suited to their business needs.

Customer Relationship Management

Oracle Siebel Customer Relationship Management meets the complex customer and marketing needs of competitive retailers. It addresses sales, service, self-service, marketing, customer order management, value management, customer master, and partner relationships. It can also supplement legacy or incomplete billing systems that do not include CRM capability.

Oracle offers two AIA integration products that enable order-to-bill business flows between Siebel and Oracle Utilities Customer Care and Billing. The integrations help to improve billing accuracy and customer service, while reducing the cost and risk of managing these complex interfaces.

Utilities using Oracle’s E-Business Suite, PeopleSoft, or J.D. Edwards enterprise applications have additional suite-specific customer relationship management options. These include complete suite-specific CRM packages as well as modules like Oracle Service Contracts and Oracle Teleservice.

Billing

Oracle Utilities Billing Component provides a powerful, flexible platform to manage complex billing needs in rapidly changing energy markets. The solution offers another way to supplement an insufficient legacy billing application that cannot be changed. It performs the complex billing required by many Smart Metering programs that involve interval metering.

Customer Self Service

Oracle Utilities Customer Self Service is a Web portal platform that works across a utility's software suite to provide their customers with anytime access to valuable information and services. The solution helps utilities quickly give their customers online options for paying bills, requesting service, reducing costs, and more. Oracle Utilities Customer Self Service lowers costs and strengthens the relationship between utilities and their customers.

Oracle E-Business Suite customers may also address some of this functionality through modules like Oracle iSupport.

Quotation Management

Oracle Utilities Quotation Management helps utilities create, calculate, and process the pricing structures needed by specific groups of customers. It helps meet the needs of large industrial customers involved in complex demand response or multiple-supplier programs.

Rate Management

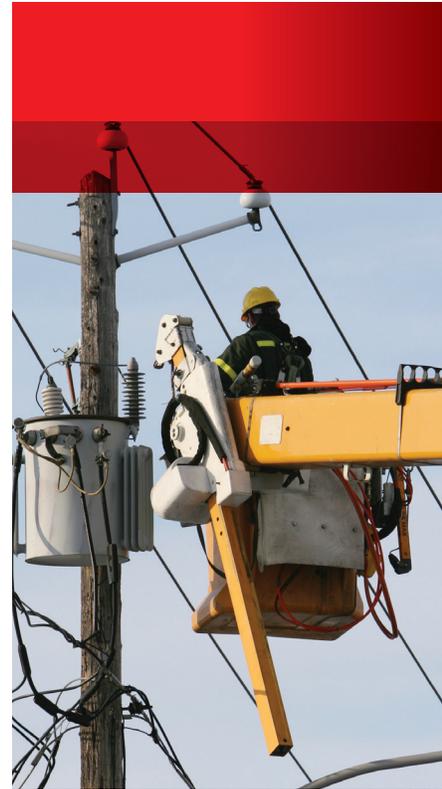
Oracle Utilities Rate Management speeds the accuracy, timeliness, and competitive response of pricing design and analysis. It ensures that you have a complete and accurate assessment of the implications and long-term effects of quotes you provide to customers.

Oracle Applications for Mission-Critical Utility Operations

Field Service

Oracle Utilities Mobile Workforce Management ensures that field crews reach the sites of scheduled appointments and emergencies on time, via the best route, with the right skills and equipment to get the job done.

The solution maximizes efficiencies across the utility through effective resource planning, scheduling, routing and dispatching of work, as well as powerful business analytics. These elements provide for an agile, streamlined service chain process starting with the initiation of work, through the efficient execution of tasks and finally with completion, documentation and reporting. This single, yet powerful flow of information pairs with fail-safe processes to handle routine as well as unexpected field-related activities.



Work and Asset Management

Oracle Utilities Work and Asset Management is a utility-specific solution that enables utilities to improve work efficiency and infrastructure reliability, while reducing maintenance costs and capital requirements. The increased asset visibility yields improved infrastructure longevity and reliability. Smooth and efficient workflows ensure real-time information across departments, supporting regulatory reporting and compliance.

Project Portfolio Management

Oracle Primavera project portfolio management applications help utilities cut costs by organizing individual projects into an enterprise view. It determines optimal use of equipment and skilled crews, tracks and accommodates changes in project schedules, and manages and monitors budget allocations against key performance indicators (KPI's).

Network Management System (for both Outage and Distribution Management)

Oracle Utilities Network Management System is a comprehensive, integrated suite of real-time outage and distribution management applications. It works with existing SCADA, GIS, and similar systems to accelerate network restoration, improve operational efficiency and system reliability, and better manage distribution assets. Our Network Management System is the Smart Grid lynchpin that ties together grid operations with the utility's business processes.

Energy Supply

Oracle Utilities Load Analysis collects, manages, analyzes, and stores large volumes of data to help grid operators ensure optimal use of transmission and distribution assets. Oracle Utilities Load Profiling and Settlement executes settlements while also aggregating data and providing financial forecasts.

Visual Applications

Visual Applications for Oracle Utilities combines the power of Oracle's AutoVue Enterprise Visualization solutions with Oracle Utilities Work and Asset Management and Mobile Workforce Management solutions. Visual Applications for Oracle Utilities add a visual dimension to asset and workforce management processes, allowing asset teams and service technicians to access, view, digitally annotate and collaborate on asset information and case-related documents (schematics, blueprints, 3D models, etc.) directly from within their Oracle Utilities Work and Asset Management or Oracle Utilities Mobile Workforce Management environment. Greater visibility and enhanced collaboration help increase workflow efficiency, improving service performance, enhancing customer satisfaction and reducing operating expenses.

Business Intelligence

Oracle Utilities Analytics is a complete business intelligence solution, built for Oracle Utilities applications, and designed with extensibility in mind. It provides pre-built dashboards, extractors, and schema for such Oracle Utilities products as Customer Care and Billing, Meter Data Management, Network Management System, Work and Asset Management, and Mobile Workforce Management.

Underpinning the Oracle Utilities solution is Oracle Business Intelligence Enterprise Edition (OBIEE), the industry-leading platform that offers pre-built and ad hoc analytics, advanced reporting and publishing, and the ability to invoke business processes.

Oracle Applications for Smart Grid and Smart Metering

As utilities roll out smart grid and smart metering projects, they find that Oracle's complete stack of applications, technology, and hardware help them bridge the traditional gap between their business organizations and their technical and operational organizations.

Oracle is building out its mission-critical applications to support such emerging "smart" business processes as universal interval billing, customer demand response and conservation programs, better and faster leak and theft detection, net metering, and electric vehicle recharging. Network Management System and Oracle Fusion Middleware are joining forces for a sharper focus on complex event processing. Meter Data Management, running on Oracle Exadata and Oracle Exalogic, easily handles the huge volume of data arriving from millions of new interval meters.

Oracle also offers applications specifically designed for the demands that smart grids and smart meters place on utilities.

Meter Data Management

Oracle Utilities Meter Data Management decouples the handling of meter data from other mission-critical utility operations. As utilities increasingly move toward interval billing, Oracle Utilities Meter Data Management permits all applications to receive the metering information they need in the format that fits their unique requirements.

Smart Grid Gateway

Oracle Utilities Smart Grid Gateway links Oracle's mission-critical utility applications to equipment like meters and metering head-ends that provide data essential to utility business and grid operations.

Oracle Utilities Smart Grid Gateway acts as a data hub. It provides a common, two-way connection between utility applications and smart grid devices, reducing the cost and complexity of introducing new devices, data streams, and business processes. Working through generic and productized AMI adapters, Smart Grid Gateway ensures the efficient and timely flow of information and commands to both applications and equipment.

DataRaker

Oracle DataRaker provides a scalable and secure approach that can be available quickly and easily so that your utility can turn data into useful analytics. The Software as a Service (SaaS) platform ensures a short lead time from integration to deployment, and its easy-to-use interface will have you focusing on results in no time. Meter data analytics unlocks smart meter data – from both automatic meter reading and advanced metering infrastructure sources – turning it into actionable results for electric, gas and water utilities. The solution spans multiple business areas, including enterprise operations, system operations, commercial operations, and customer service.

Oracle DataRaker allows you to enhance revenue protection, call center support, demand response, energy efficiency and distribution operations and planning. High-ROI analytics, delivered via a team of data scientists enables you to view results on demand, store data in a long-term, secure repository, and deploy new systems with minimal integration and IT resources.

Operational Device Management

Oracle Utilities Operational Device Management provides comprehensive asset management of smart grid devices through change and configuration management as well as strict inventory management of secured devices. Through real-time interaction with smart grid devices, investments are leveraged to optimize grid operations and customer interactions. This not only ensures technical maintenance and security standards are met, but improves safe and reliable grid operations.

Oracle Engineered Systems

Oracle addresses the era of Big Data with engineered systems that are pre-integrated to reduce the cost and complexity of IT infrastructures while increasing productivity and performance. These systems include:

- Oracle Exadata Database Machine, providing extreme performance for both data warehousing and online transaction processing (OLTP) applications.
- Oracle Exalogic Elastic Cloud, designed, optimized, and certified for running Oracle applications and technologies with unprecedented levels of performance, reliability, and scalability.
- Oracle Database Appliance, an engineered system of software, servers, storage and networking that offers a simple, reliable, low-cost package for mid-range database workloads.
- Oracle Exalytics In-Memory Machine, the first engineered system featuring in-memory software and hardware and an optimized business intelligence platform with advanced visualization.
- Oracle Big Data Appliance, an engineered system optimized for acquiring, organizing and loading unstructured data into Oracle Database 11g.

Oracle Applications for Corporate Administration

To stay ahead of changing market dynamics, utility companies must produce and deliver innovation cost-effectively and safely. They must also cope with evolving regulatory landscapes and emerging public priorities.

Oracle's administrative solutions for utilities eliminate inefficiencies from back office operations. They help reduce costs, ensure customer satisfaction, and maximize asset reliability.

Oracle offers three comprehensive suites of integrated business applications:

- E-Business Suite
- PeopleSoft
- J.D. Edwards

Each addresses such key administrative functions as supply chain planning and management, procurement, financial management, human resource management, facilities management, and many more. And each has demonstrated its ability to help utilities of all sizes and business models improve performance and exceed stakeholder expectations.

Oracle Middleware

Oracle Fusion Middleware is a pre-integrated portfolio of customer-proven software that enables your organization to:

- Increase the capacity for growth and change.
- Improve insight into business operations.
- Mitigate risk and drive compliance.
- Connect with customers, partners, and workers.

Among the middleware choices most important to utilities are:

Business Integration

Oracle seamlessly integrates applications, processes, information and business partners. These integration packages help reduce the time and cost to deploy and upgrade applications. They speed the path to more efficient business operations, consistent and accurate information, and greater business insight.

User Interaction

Oracle's User Interaction middleware includes a number of market-leading products:

- Oracle Portal offers a complete and integrated framework for building, deploying, and managing enterprise portals. It delivers a unified and secure point of access to all enterprise information and services. As a result, it improves business visibility and collaboration, reduces integration costs, and ensures investment protection.
- Oracle WebCenter brings Web 2.0 to the enterprise through an integrated, comprehensive, standards-based platform. It allows organizations to optimize their business processes by creating an intelligent context. WebCenter, integrates enterprise applications, structured and unstructured information, business intelligence, and communication.
- Oracle Content Management spans the entire spectrum of unstructured content: web pages, documents, digital assets, records, images, processes, and information rights. It reduces development and administration costs while increasing individual and team productivity.
- Oracle Collaboration Suite augments existing business processes and applications with tools to seamlessly collaborate from within any application or device.

Identity Management

Oracle Identity Management allows enterprises to manage the end-to-end lifecycle of user identities across all enterprise resources both within and beyond the firewall. It helps utilities deploy applications faster, increase protection, and eliminate latent access privileges.



Business Process Management

Oracle Business Process Management is a set of open, standards-based components for modeling, executing, managing, and optimizing business process applications. Its BPEL Process Manager makes process improvements using existing applications. Oracle's closed-loop engineering eliminates process gaps and provides control over the entire business process lifecycle. As a result, you can react quickly to new business requirements and improve productivity.

Security

Providing prudent security to utility processes is essential. Oracle Security Technology is unsurpassed in the industry, providing:

- Secure meters and data by enhancing AMI security and comprehensive meter data security.
- The ability to help streamline customer and employee care by implementing user, role and password management as well as enabling next-generation consumer energy portals.
- An agile architecture for compliance which helps reduce time and cost and aids in rapid adjustment to new regulations and mandates.

Governance, Risk and Compliance

Governance, Risk, and Compliance uses a single platform to manage both IT compliance (information protection and privacy, enterprise configuration, and change management) and financial compliance (policy and process management, enterprise control management, and integrated financial and compliance analytics).

Oracle Technology

Spatial

Oracle Spatial maximizes the use of geographic information within Oracle applications. It fosters map-based tracking of asset and customer location. It aids in understanding the geographic market penetration of a utility's programs and spatially informs all forms of business analysis. The result is faster absorption and use of data and concepts by audiences of varying interests and analytic backgrounds.

Database

In conjunction with middleware, the Oracle 11g Database addresses such compelling infrastructure needs as:

- Security of both data and user access throughout the data collection and processing cycles. This ensures that customer data and utility operations remain confidential.
- Comprehensive business system management to ensure high operational service levels and to pro-actively identify and resolve issues.



Proven Solutions that Deliver Greater Value, Faster

- Data management scalability and the ability to deliver a consistent performance, even at very large data volumes.
- High availability to guarantee data collection / validation / aggregation and thereby support time-critical Smart Metering applications.
- Use of an Enterprise Service Business for rapid and cost effective integration of meter data with other systems.

Flexibility to rapidly configure and deliver when circumstances change, helping maintain long-term investments in Smart Metering and in Oracle. Utilities with mid-range database workloads may attain reliability at lower costs via the Oracle Database Appliance, an engineered system of software, servers, storage and networking.

Servers and Storage

Oracle's servers—including the SPARC, Netra SPARC, and Sun server products—deliver record-breaking performance. Supplemented by a wide range of storage options, Oracle hardware offers utilities optimal performance, maximum data protection, and a lower total cost of ownership.

Oracle Utilities Service and Value: Delivering Greater Value at A Lower Cost

Stretched budgets, renewable generation mandates, workforce skill gaps, and heightened expectation for capital investment return are just some of the pressures mounting on you to “do more with less”.

With its extensive experience designing utility-specific solutions and its rich history in data and process management, Oracle can help you meet the challenges of cost containment.

Our Utilities Consulting Services team delivers value during “Express” implementations for such solutions as Oracle Utilities Customer Care and Billing, Meter to Cash, and Meter Data Management that ensure you steer clear of unnecessary functionality you will never use or limited technology that inhibits performance. You benefit from critical capabilities that help you cost-effectively achieve a streamlined, superior production environment, including:

- Extensive out-of-the-box process flows, built upon utility best practices, for full visibility and accountability and flexible business rules encompassing virtually all work scenarios
- Productized integrations to reduce development expenses and automate work and information management process that crosses operational systems
- Tailored training, management, and geographic localization to accelerate time to productivity
- The largest partner network of system integrators to ensure you get the capabilities you need delivered the right way and on time

Conclusion

Today’s electric, gas, and water utilities need software applications and technology to serve as a robust springboard from which to meet the challenges of the future. And they need them to be delivered more quickly, at lower cost and risk to their organizations.

That’s what Oracle offers. Oracle Utilities’ single applications and multiple, integrated solutions meet customer needs while addressing the concerns of financial stakeholders, employees, communities, and governments. Oracle offers innovative operational and business solutions backed by decades of experience in helping utilities meet the challenge of change so that they can improve customer experience, enhance operational efficiency and achieve performance excellence.



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