

Utility Modernization Strategy

Advanced Data Analytics



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Using data to better serve our
customers & improve operations



What happened and why?



What will happen next?



What should we do next?

The big data revolution



Volume



Velocity



Variety



Analytics across industries

Finance

Fraud Detection



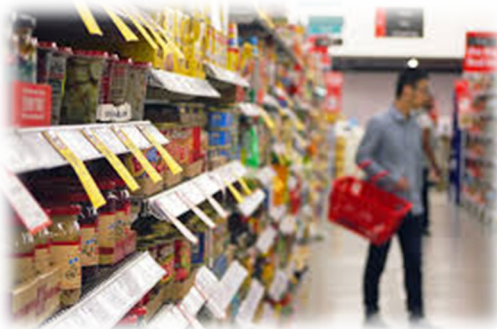
All Industries

Customer Personalization



Retail

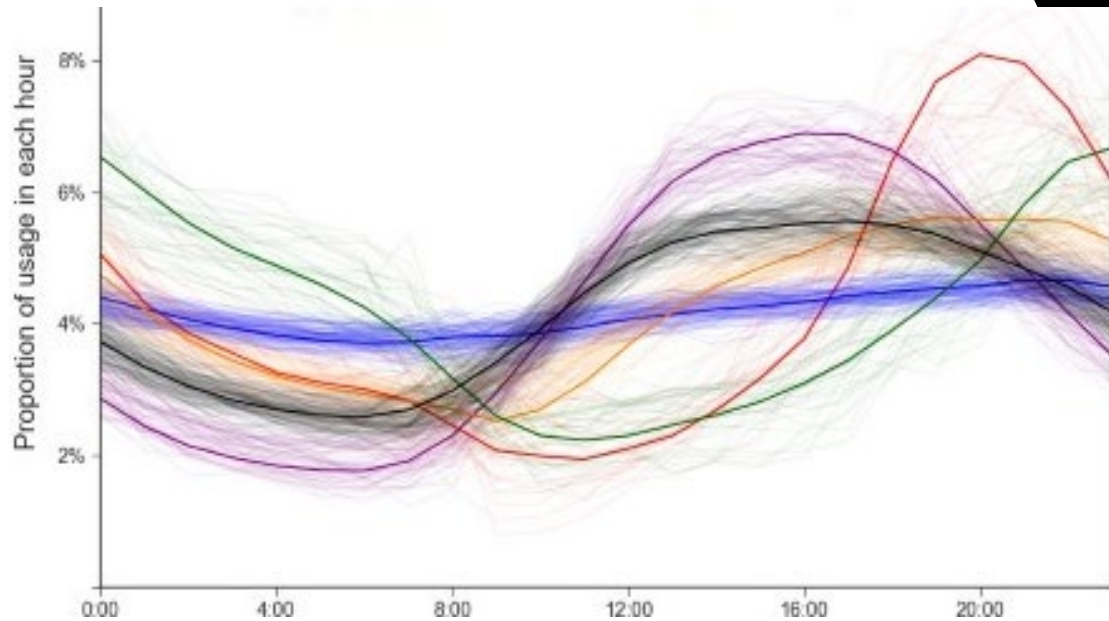
Supply/Demand Forecasting



Computer & Product Manufacturing

Wearables





Advanced Meters Load Profile Segmentation

Utilities are leveraging data to benefit customers & improve operations

Customer benefits



Enhanced customer
experience

High consumption or
leak notification

Personalized
customer offers



Predicted
customer demand



Reduced outages
and downtime

More accurate
restoration times



Reduced expenses

Enhanced resiliency
& reliability



Improved
employee safety

Improved operations
& maintenance



Environment & natural
resource protection

Real-time situational
awareness

Utility benefits

Advanced analytics enables utility modernization objectives



Equitable customer
service



Environmental
leadership



Economic
development



Reliability &
resiliency

Next steps on TPU's analytics roadmap

Perform maturity
assessment

Develop analytics
governance structure

Develop roadmap of
analytics use cases

Continually refine &
improve capabilities

