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
Utilities are leveraging data to benefit customers & improve operations

Advanced Meters Load Profile Segmentation
Customer benefits

- Enhanced customer experience
- Personalized customer offers
- Predicted customer demand
- Reduced outages and downtime
- More accurate restoration times
- High consumption or leak notification
Utility benefits

- Enhanced resiliency & reliability
- Improved operations & maintenance
- Improved employee safety
- Environment & natural resource protection
- Real-time situational awareness
- Reduced expenses
Advanced analytics enables utility modernization objectives

- Equitable customer service
- Environmental leadership
- Economic development
- Reliability & resiliency
Next steps on TPU’s analytics roadmap

<table>
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<tr>
<th>Perform maturity assessment</th>
<th>Develop analytics governance structure</th>
<th>Develop roadmap of analytics use cases</th>
<th>Continually refine &amp; improve capabilities</th>
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