GRID EDGE ANALYTICS – THRILL CUSTOMERS & DRIVE ASSET PERFORMANCE

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VALENTINE EMESIH, VP OPERATIONAL TECHNOLOGIES AND MARKETS
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AS NEW TECHNOLOGIES EMERGE: WHAT’S NEXT?

- Change is accelerating
  - Successful businesses of the future must quickly embrace and adapt to change

- Digital business Transition is accelerating
  - New way to Create, Deliver, and Capture value
  - Customers reward organizations that wrap every product and service with digital capabilities.
  - *We must manage privacy and how we create Trusted digital connections*

- Analytics & AI will be central to Digital Business

- People & Change Management – Vital to Success
Most CEOs recognize the power of data-driven transformation. They certainly would like the 20% to 30% EBITDA gains that their peers are racking up by using fresh, granular data in sales, marketing, supply chain, manufacturing, and R&D.

MicroStrategy’s 2018 Global State of Enterprise Analytics Survey asked respondents what benefits has your organization realized through your analytics use?
3 – Dimensions:

- Analytics Excellence
- Data Management Excellence
- Continuous Change Management Excellence
Analytics in Action
Use cases that are currently driving value for CNP

Customers: Transforming Customer Satisfaction into Customer Loyalty by becoming Our Customer’s Preferred Energy Solutions Provider (e.g. PAS, IVR, HSP North and South, etc.)
- HSP North Revenue Growth Project: Analyzes Customer Behavior to Identify Growth Opportunities
- HSP North Propensity Model: Predicts Likelihood of CNP Customers to Purchase New or Additional Products
- CIP Dashboards: Increasing CNP’s C&I and Residential Conservation Improvement Program Capabilities

Operations: Ensuring Reliability, Recoverability, and Resiliency Through Safe and Compliant Operational Excellence
- Predictive Maintenance & Services (PdMS): Increased Reliability By Predicting Asset Failures
- Situational Awareness: Allows Vendors to Solve Problems Without CNP Assistance
- Safety Dashboards: Allows Teams to Monitor Their Safety Metrics In Real Time

Finance: Leveraging Technology to Optimize Financial Decision Making, Budgeting, and Forecasting
- Enterprise Load Analysis: Accelerates Load Study Reports To Quickly Fulfill Regulatory Requirements
- Working Capital Dashboards: Provides Timely And Relevant Data For More Effective Decision Making
- Enterprise Performance Management: Enables Consistent And Transparent Performance Tracking
ASSET ANALYTICS ENABLE US TO ACHIEVE CORPORATE OBJECTIVES

Outcomes

- Reduced Asset Risk
- Capital Effectiveness
- System Reliability
- Maintenance Strategies
- Regulatory Transparency
- Customer and Employee ...
Operations Use Case
Predictive Maintenance & Services (PdMS) and Asset Analytics

Predictive Maintenance & Services
Analytics Application (PdMS) for URD loops provides valuable insight into likelihood of "URD test" failure for capital investment, resulting in increased reliability and reductions in reactive work.

Asset Analytics
Asset Analytics shifts a historically reactive, “run to failure” asset and outage management approach to a more proactive, predictable, efficient process for managing O&M and Capital.
Stakeholder Alignment
Connect Stakeholders, Focuses on Results, Build a Path to Success

An Enterprise Scale Approach that Aligns all Levels of the Organization to the Most Important Desired Outcomes

“Every piece of business content in the world can be mapped to a Lens, Sub-Lens, and Theme—or a combination of them. Now we are starting to forge connections in a new and powerful way that socializes the approach to business optimization.”

―9Lenses, Insight to Action – Edwin Miller”
User Adoption and Business Value Measure Future Success

From advanced analytics initiatives to self-service analysis, analytics has the potential to fundamentally change how the organization functions. However, in order for this change to occur, users need to have access to see the data, be willing to use data, and truly understand what the data is telling them.

User enablement is a key indicator to cultural change and fundamental analytics capabilities.

QUALITY DATA – QUICK ACCESS – GROWING CAPABILITIES

- Users are confidently making decisions based on their data
- Users have quick access to data for real-time decision making analysis
- Users are building the necessary skills to comprehend, utilize, and innovate analytic use cases resulting in measurable business value
To create and promote a Culture of Analytics that drives business value through collaboration, education, community participation and thought leadership

Contributions from All
- 48 Leadership members drawn from all areas
- Domain Knowledge
- Specialized Expertise

Benefits for All
- Knowledge and Idea Sharing
- Collaboration
- Cross-Organizational Communications

Guiding Principles
- Empower organizations with technology and knowledge
- Support organizations in a flexible manner
- Lead and Facilitate data-driven initiatives
### Analytics Use Case & Capability Roadmap aligned with CNP Strategic Imperatives

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<thead>
<tr>
<th>Strategic Imperatives</th>
<th>Analytics Portfolio (% of Use Cases)</th>
<th>Analytics Initiatives</th>
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<tr>
<td>Customer Loyalty</td>
<td>Customer Engagement 12%</td>
<td>Know the Customer</td>
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<td>Public and Employee Safety</td>
<td>Operations 70%</td>
<td>Optimize Customer Segmentation</td>
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<td>Reliability, Recovery, Resiliency</td>
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<td>Channel Optimization</td>
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<td>Employee Engagement</td>
<td>Workforce Engagement 9%</td>
<td>Improve Situational Awareness</td>
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<td>Culture of Innovation</td>
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<td>Event Prediction &amp; Response Optimization</td>
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<td>Regulatory &amp; Legislative Priorities</td>
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<td>Maximize Operational Reliability</td>
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<td>Reliability, Resiliency Evolving Business Models</td>
<td>Asset Management 9%</td>
<td>Performance Improvement &amp; Optimization</td>
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<td>Next Generation Training &amp; Retention</td>
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<td>Boundaryless Organization</td>
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<td>Optimize Asset Deployment</td>
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REMEMBER SECURITY AND PRIVACY

- Respect Privacy
- Safeguard Data
- Enable Trust