

Communicating Smart Meter Value

An *Intelligent Utility* Reality Webcast

September 9, 2010

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Communicating Smart Meter Value



Monique Austin

Client Relationship Coordinator
Austin Energy



Judith Schwartz

Principal
To The Point

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Communicating Smart Meter Value



Phil Carson

Editor-in-Chief

Intelligent Utility Daily

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Agenda

Introduction

- About Intelligent Utility

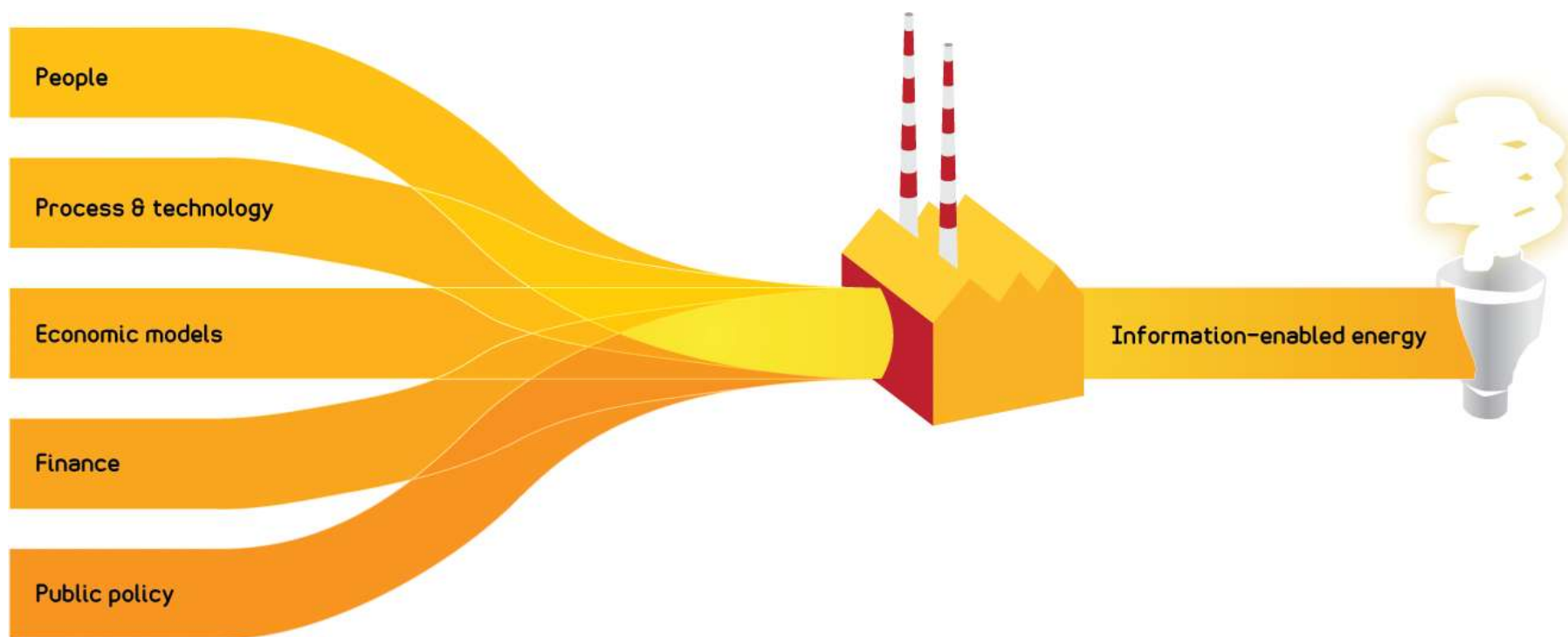
The discussion

- Monique Austin, client relationship coordinator, Austin Energy, will explain how her utility rolled out smart meters in Texas' capital without major pushback
- Judith Schwartz, principal, To the Point, will discuss why smart meters are needed and factors influencing their acceptance

Q&A

- Audience questions and instant polls

Introduction: An intelligent utility operation



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Anatomy of a Successful Smart Meter Rollout

Austin Energy installs more than 360,000 automated meters with support from the community.

*Monique Austin
Austin Energy
September 9, 2010*

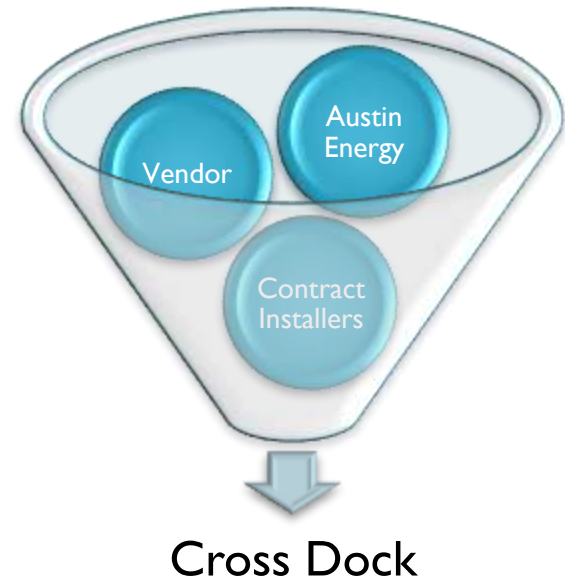
Deployment Team

Cross Dock Deployment Team

- Austin Energy Electric Service Delivery (ESD)
 - Project lead
- Austin Energy Customer Care and Marketing Communications
 - Education/community outreach
- Installation contractors
- Vendor

Mission

To allow easy communication between all contributors

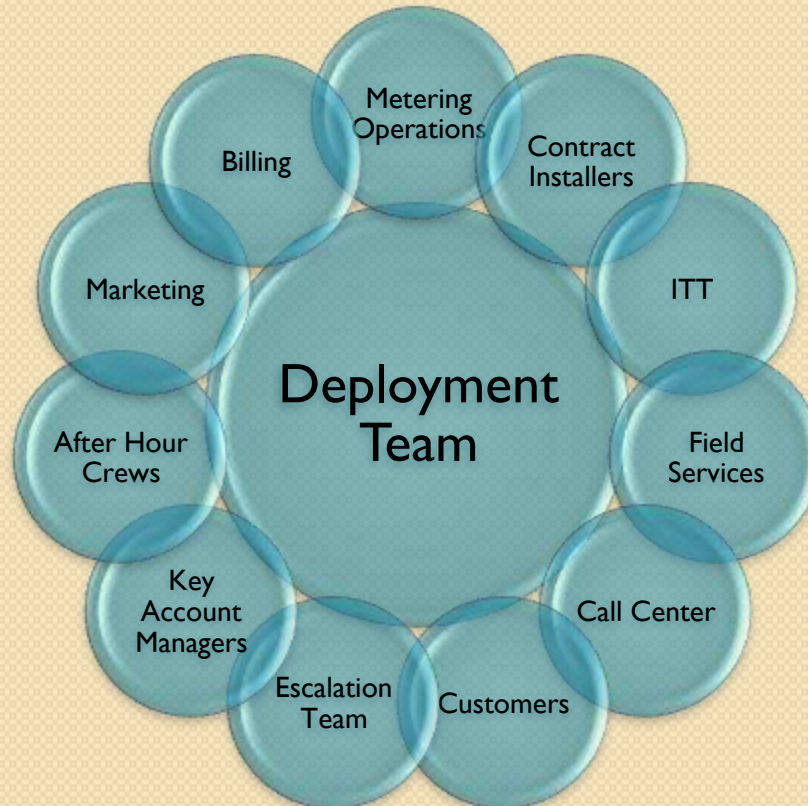


Deployment Team

Objective: To provide excellent customer service for the community during Austin Energy's meter exchange.

Deployment Team Becomes Central Communications Hub

During deployment, the objective was expanded to include not only customers, but vendors, contractors, and all other Austin Energy departments.



Selection process for Cross Dock Call Center

The Cross Dock Call Center team consisted of:

- **Lead Customer Solutions Coordinator**
 - 5 years experience working with Austin Energy in Electric Service Delivery and Customer Care. Extensive background in Field Services and Customer Service.
- **Four Customer Service Representatives**
 - Top performing employees were selected to participate in this project.

Training requirements for the Cross Dock Call Center team

- Ability to de-escalate a customer
- “Soft” phone skills
- How to write professionally
- Cross-training with Meter Electricians to learn meter terminology
- Coaching on how to provide customer “options”
- Utilizing all tools and resources to share as much information as possible with customers and field technicians
- Share new learning experiences with colleagues

How did everyone communicate to the Cross Dock Call Center team?

Austin Energy Customers

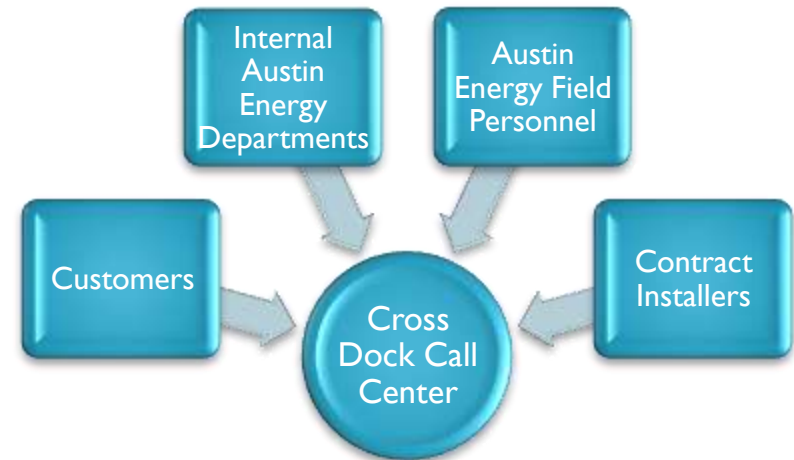
- Special phone number and email address created (main Call Center was not impacted)
- Consistent messaging was key

Austin Energy Employees

- Internal email address created
- Messages sent directly to Dock Center team for immediate response

Installers

- Special phone number for field personnel only
- Known as Red Line
- Went directly to Dock Center team
- Used to identify locations, gate codes, handle customer escalations from field, meter installation issues, etc.



Customer Notification

Communication, Communication, Communication...

- Postcards*
- Austin Energy Web site
- Customer calls*
- Door hangers*
- Local news coverage (television and newspaper)
- Special newspaper insert spread
- Notified ALL Austin Energy personnel
- Worked with Community Coordinators to make special arrangements for Life Support customers
- Notified partnering social-service agencies that assist low-income clients and provided a presentation with the details

**** Was also provided in Spanish***

Addressing Accuracy



Pay Your Utility Bill Online

More than 23,000 City of Austin utility customers pay their utility bill online each month through the City's Electronic Fund Transfer (EFT) program.

Sign-up is easy and once enrolled, a draft on your bank account occurs automatically to pay your utility bill each month on its payment due date. This gives you ample time to receive and review your utility bill first. In addition, this means a customer no longer has to write or mail checks nor be concerned about ever being late with their payment.

The program is now three years old and works well. In fact, about one-third of the 400,000 City of Austin utility customers pay their utility bill online either through the City's EFT program, by using their bank's online payment services or by making payments at Customer Service counters at grocery stores accepting City of Austin utility bill payments. Those payments are delivered to the City electronically.

To sign up for EFT, visit www.austinenrg.com or call the City of Austin utility Customer Service Center at 494-9400.

Energy Audits Find 86 Percent Of Homes For Sale With Excessive Duct Leakage



A majority of homes receiving energy audits to comply with a new City ordinance are leaking excessive levels of cooling and heating into their attics from leaky duct systems, and on average, need an additional 6 inches of attic insulation.

Of the first 400 energy audits received by Austin Energy, 86 percent of the homes have ducts leaking in excess of the 10 percent considered acceptable for energy efficiency. The homes average a 22 percent leak rate — though there were homes with double or triple the average. One audited home was leaking 81 percent of air conditioning and heating into the attic. The duct system in another was leaking so badly the testing equipment could not produce a reading.

Effective June 1, 2009, energy audits are required for homes for sale located within the City of Austin that are 10 years old or older and receive electricity from Austin Energy. There are several exemptions from the ordinance — for instance, homes that have undergone energy-efficiency improvements during the last 10 years or those in various legal proceedings that involve transfer of the property, such as foreclosure or a divorce settlement. Potential home sellers can use an online tool at www.austinenrg.com/go/ECAD to determine whether the audit is required for their home, or to get additional information on the ordinance.

The 400 homes as a group are wasting 778,000 kilowatt-hours of electricity annually, or \$77,800 in energy costs due to leaking ducts and insufficient attic insulation. Meanwhile, Austin Energy, Texas Gas Service and federal tax credits are available to help pay for many energy efficiency improvements. Visit www.austinenrg.com for additional information on energy-efficiency programs and details on the Energy Conservation and Audit Disclosure (ECAD) ordinance.



Automated Meters Accurate and Durable

Austin Energy is providing all of its 400,000 customers with new solid-state automated meters. The new meters have more computing power than PCs had 5-10 years ago and are very accurate. They replace meters that are 20-30 years old.

As the old meters come in from the field, Austin Energy is testing about one of every ten. A small number of old meters were found to be running slow. A customer with an old meter that was running slow

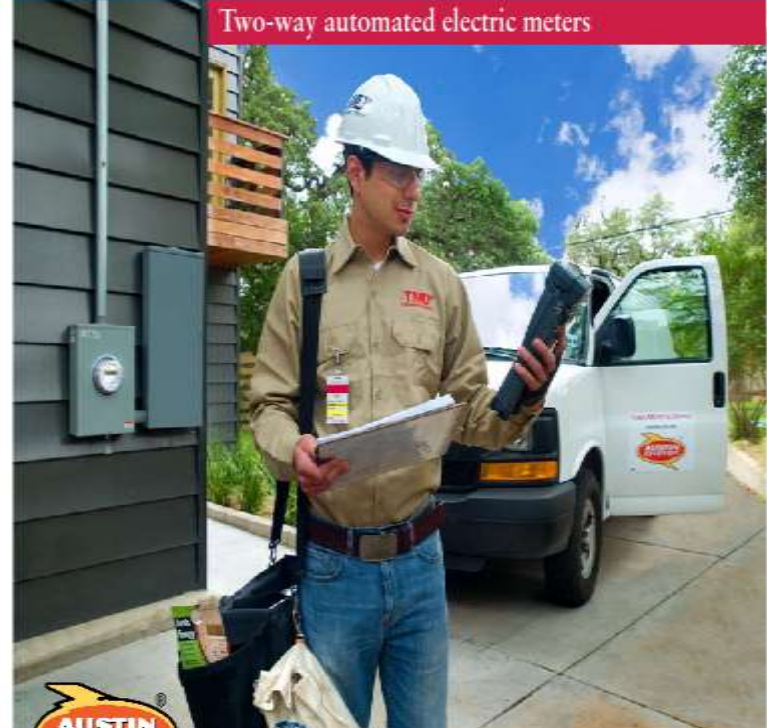
may notice an increase in electric usage once their new state-of-the-art meter is installed. This is because the new meter is correctly recording all power used.

Anytime an Austin Energy customer feels their meter, old or new, is not recording usage properly, they should call the utility Customer Service Center at 494-9400 or e-mail custinfo@austinenrg.com to have their account reviewed. If needed, Austin Energy will send out a technician to test any meter, old or new, to assist the process.

Customer Education

Coming soon TO YOUR NEIGHBORHOOD.

Two-way automated electric meters



What difference will it make at your house?

News Media Examples

- **KXAN-TV**

If you are an [Austin Energy](#) customer, then starting Thursday your electric meter became a "smart" one.

Crews spent the day installing smart electric meters throughout the city. The advanced meter will replace the old manually read ones.

The new meter can better measure your usage, eliminate the need for crews to get into your backyard for readings and send a message to Austin Energy when there is a power outage.

"Today, when your lights go out, you need to give us a call to let us know that," said Cheryl Mele of Austin Energy. "What we envision in the future is that we're going to get a response from this new system, and it's going to tell us, 'Your lights are out.' We're going to get that call passed on to our system operators, and be able to dispatch a crew and respond to that outage a little bit quicker than waiting on you to call."

Additional features will allow Austin Energy to turn off and reinstate service without sending out a crew.

- **Austin Energy Brings Two-Way Meter Technology To Austin**

In the coming months, Austin Energy will be in your neighborhood to replace your electric meters with state-of-the-art automated meters. The new meters will offer many advantages in the future, including remote reads, faster outage response and more billing and payment options.

The new two-way meter system will be the largest of its kind in the country. Look for notification in the mail before the meters are changed out. Installers will wear an Austin Energy badge, and will knock on the door before they attempt to change the meters.

You can expect a temporary disruption to your electric service for a few minutes during the meter exchange. You will need to reset your electronic devices, such as clocks, alarms and sprinkler systems.

Walking the customers through the steps



PowerPlus

Austin Energy Customer News

Austin's Community-Owned Electric Utility www.austinenrg.com OCTOBER 2008

Automated Meters Rolling Out

Installation of automated meters for all Austin Energy customers will accelerate this month. This means that on average, about 1,400 meter changeouts will occur daily in residential areas. Automated meter installations for Austin Energy business customers will begin in volume early next year. Total meters to be exchanged about 270,000, with all installations to be completed by summer 2009.

Residential customers receive a post card several weeks in advance alerting them to the changeout. The changeout involves replacing their current electronic-mechanical meter with a new, solid-state automated one. The exchange takes only a few minutes, and afterward, a door hanger is placed indicating the new meter has been installed. When a meter is inaccessible due to a locked gate or other reason, a door hanger is left with a telephone number for the customer to call to set an installation appointment.

Automated meters transmit meter reads via radio waves and will eventually eliminate the need for monthly manual reads. Once all the new meters have been installed, one of the first service enhancements will be their capability to signal the Austin Energy control center when they experience a power outage. Currently, customers must call to report power outages, because the older meters have no signaling capability.

Planning For The Future

every project done right

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Plai

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Visit meet other provi cians a m resou goal the f tions Con



EnergyPlus

Austin Energy Customer News

Austin's Community-Owned Electric Utility www.austinenrg.com FEBRUARY 2008

Roger Duncan Named Interim GM

Roger Duncan has been named interim General Manager of Austin Energy.

Mr. Duncan assumes GM responsibilities with the departure of Juan Garza, who is the new General Manager of the Pedernales Electric Cooperative. Mr. Garza led Austin Energy for six years.

Mr. Duncan, who has more than two decades of experience in City government, including two terms as an Austin City Council Member from 1981 to 1985, has served as Austin Energy Deputy General Manager since 2004. He has had responsibility for overseeing Austin Energy's nationally recognized energy efficiency, Green Building and renewable energy programs, as well as the utility's on-site generation program, strategic planning, governmental relations and air quality.

Mr. Duncan joined Austin Energy in 1998 as Vice President in charge of conservation, renewables and environmental policy.

Austin Energy Unit First In Country To Earn Certification

The Austin Energy division responsible for the construction, maintenance and operation of Austin's electric system has become the first of any utility in the nation to earn ISO 9001 registration.

ISO (International Organization for Standardization) 9000 is a series of international quality standards designed to ensure that all activities related to providing and delivering a product or service are appropriately quality assured. To earn the registration, applicants must develop a Quality Management System that reflects standards of performance for every major task, in this case, related to building, maintaining and repairing the electric system. Auditors from the National Standards Authority of Ireland (NSAI), the worldwide entity that administers the ISO quality management program, issued the registration on January 3, 2008. The certification followed a rigorous four-day review in December of the Electric Service Delivery Quality Management System by NSAI auditors. The ISO auditors noted that procedures and written work instructions have been implemented for more than 530 work activities.

Approximately 250,000 companies worldwide, including 25,000 in the U.S., are certified in the ISO 9000 series. Austin Energy transmission and distribution work units, however, are the first of any utility in the country to be so certified.

All Customers To Receive Automated Meters

Austin Energy replaced approximately 127,000 meters with automated meters in 2003. Upgrades to the current automated meter-reading network are in testing now. When these tests are successfully complete, Austin Energy will begin replacing the remaining 260,000 residential and commercial mechanical meters with automated meters. This activity could begin as early as March 2008, and will continue throughout 2008.

Once installation of automated meters is ready to begin, customers will receive notification in various forms to let you know approximately when crews will be in your area to exchange your meter. In advance of installations, please make sure shrubbery or other obstacles do not block your meter. Obstructions that prevent a meter change out will have to be cleared.

Automated meters eliminate the need for manual meter reads. Instead, the meters signal consumption totals to computers via radio waves. Automated meters also improve reliability because they signal outages. Without automated meters, utilities do not know when a home or business is without power, in most instances, unless the customer calls in the outage. Automated meters also lay the foundation needed to increase service offerings to customers. This could include customer selected billing dates, time-of-day pricing of electricity use and programs that help customers reduce their energy use.



PowerPlus

Austin Energy Customer News

Austin's Community-Owned Electric Utility www.austinenrg.com

Automated Meters Update

The rollout of automated meters to all Austin Energy customers is progressing well. About 90,000 meters have been installed since April - about 1,000 meters each day, with the goal of doubling that number beginning in January. All installations are expected to be completed by early summer 2009. The new meters transmit meter readings via radio waves, eliminating the need for manual reads.

Residential customers receive a post card a few weeks in advance of their meter installation. Workers knock on the door before installing the new meter. If no one is at home, a green door hanger is left indicating the change-out occurred.

If the meter cannot be exchanged due to a dog, locked gate or other reason, a red door hanger is left with a number to call to arrange for an installation.

System Reliability

The team and the Austin Energy year that one since stands Utility Com The team / des or SAIF of outages (System Index or SAIDI) was 46.48 minutes. B utility industry averages nationwide.

The excellent performance of the Austin Energy system over recent years as well as the excellent response time by Austin Energy.

Another important factor has also been a factor, a key measure of storm activity in the lowest for Austin. January through mid-2007 cloud-to-ground lightning flashes. La were 6,600 and the average since 2005 has 1

Offsetting The Need

Energy efficiency improvements made by participating in the Austin Energy Power Program and Austin Energy Green Building Program have reduced Austin Energy's peak energy demand by almost 62 megawatts the coming year, reducing day-to-day energy, million kilowatt-hours (kWh).

The reductions almost match last year's record as Austin Energy marches toward a 2020 goal of offsetting the need for a 700 MW power plant through its energy saving programs.

More than 10,500 Austin Energy residential customers and 615 businesses participated in the programs during the fiscal year that ended September 30, 2008. The resulting energy savings will reduce electric bills of the groups by more than \$12 million annually. They will also reduce carbon dioxide (CO₂) emissions by more than 86,000 tons and nitrogen oxide (NO_x), a pollutant that helps form smog, by almost 60 tons each year. Energy efficiency is also the least expensive way to meet new electric demand. Austin Energy efficiency programs cost the utility about \$350 per kilowatt (kW) of energy saved. Building a new natural gas-fired power plant would cost approximately \$700 per kW.

Season's Greetings from the City of Austin

Sending postcards prior to arriving

AUSTIN ENERGY IS COMING TO CHANGE YOUR METER!

In the next few weeks, we will
be in your neighborhood to replace
your electric meter with a state-of
the-art automated meter at no
additional charge to you.

These new meters have many advantages. You will find them
accurate and easy to read. In the foreseeable future, we will
introduce new features like:

- remote reads
- faster outage response
- greater meter accuracy
- new billing options
- new payment options
- energy management options



Questions? Please visit www.austinenenergy.com or call 972-7540.

AUSTIN ENERGY VIENE A ¡CAMBIAR SU MEDIDOR!

En las próximas semanas,
estaremos en su vecindad para
cambiar su medidor eléctrico con un
medidor automatizado de lo mejor,
sin costo de su parte.

Estos nuevos medidores tienen muchas ventajas. Son precisos
y fáciles de leer. En un futuro cercano, introduciremos nuevas
características como:

- lecturas por control remoto
- atención rápida a interrupciones
- mayor precisión en el medidor
- nuevas opciones de cuenta
- nuevas opciones de pago
- opciones de manejo de energía

¿Preguntas? Visite www.austinenenergy.com o llame 972-7540.

Notified the customers we were there



Austin Energy

has made a change for the better!

Today, we successfully replaced your mechanical meter with a state-of-the-art automated meter at no additional cost to you.

You can expect:

- ✦ **To Reset Your Electronic Devices:** computers, televisions, clocks, alarms & sprinkler systems.
- ✦ **A Few More Visits** from meter readers while we complete our automated meter deployment system.
- ✦ **To Receive A Bill** with two readings: one from the old meter and one from the new one.

You can look forward to:

- ✦ **Faster Outage Response:** With two-way outage information, we will be able to respond more quickly and provide you with more accurate information about outages.
- ✦ **Remote Meter Readings:** Your backyard will be free of meter readers. Note: We will be checking our new meters periodically to make sure they are functioning properly. (These meters are still used occasionally.)
- ✦ **Greater Accuracy:** With remote reads, the chances for human error are reduced. With few moving parts, the new meters are extremely accurate and reliable.

When all of the meters are installed systemwide, we will be introducing new options for billing, payment and energy management.

Questions? Please visit us at www.austinenenergy.com or call 972-7540.

We hope you enjoy this service improvement.



S O R R Y

We were not able to install your new electric meter today.

Because:

- ☐ Your meter has an obstruction in front of it that needs to be moved. Austin Energy requires 3 feet of clearance around your meter. Your obstruction is _____
- ☐ Your gate is locked, so we could not access the meter.
- ☐ There is a dog, or other pet in the yard.
- ☐ Other: _____

You Need To Call Us... 972-7540

Please contact our Meter Exchange Hotline from 7am-4pm, Monday - Friday at 972-7540 to schedule a convenient time to install your new meter.

This new meter will allow for new features such as remote reads, faster outage response, and greater meter accuracy.

Questions? Visit www.austinenenergy.com or call 972-7540.

How was an escalation handled?

- Austin Energy Customer Service Representatives were well-versed on the processes of the Deployment Team
- Cross Dock Call Center team served as subject matter experts
- Depending on the escalation circumstance, Austin Energy offered various options:
 - Flexible appointments
 - Ranging from all day to within a few hours
 - Early morning before businesses open
 - Before and after customers got home from work
 - Weekends
 - Meter testing
 - Provided new meter information
 - Provided details of old meters (ex. the original installation date)
 - Communicated the new opportunities these meters will provide to customers and Austin Energy

Few Customer Complaints

Since the installation, Austin Energy has received a low percentage of calls related to the new automated meters. Customers who question their bills can request a meter check, and Austin Energy will send a certified technician to test the meters according to industry standards.

Automated Meter Results

- 10,743 (3.8%) customers whose meters were exchanged called with questions about the new meters or high consumption.
- Only 231 (2.1%) requested meter accuracy tests.
- Out of the 231 meters tested, only 25 (10.8%) were exchanged.

Smart Meter Deployment Timeline

March 2008

- Cross Dock Call Center was developed
- Communication began

April 2008

- Meter installation began

May 2008

- Community outreach increased due to large number of installations

May 2010

- Majority of meters were installed

What's next:

- NEW PROCESSES, a time of change...



Why Are Residential Smart Meters Needed?

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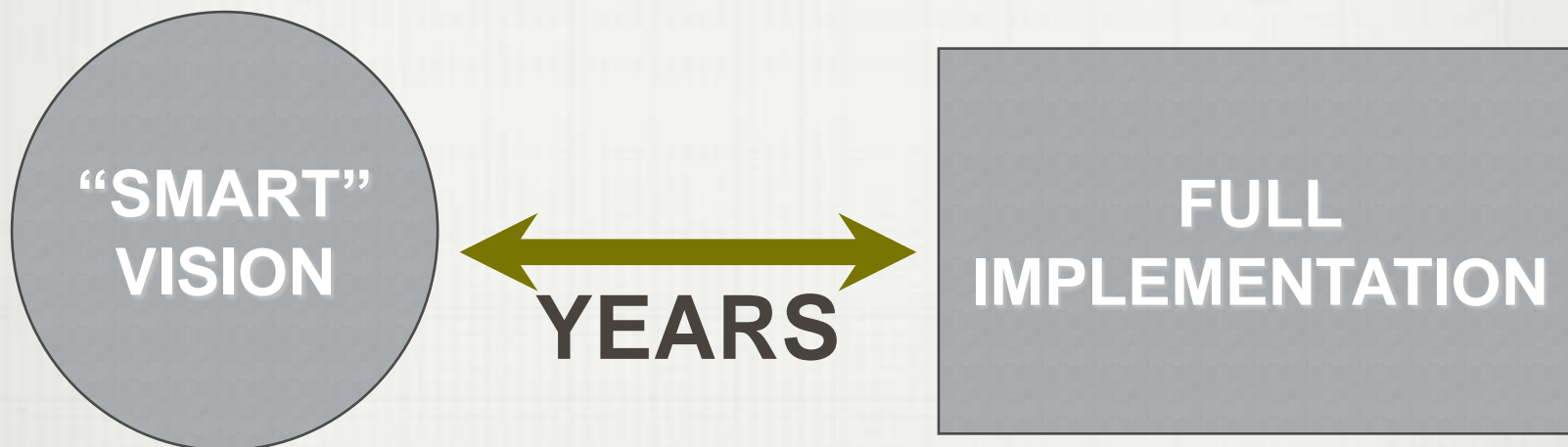


Smart Meters Are Required to Enable a Sustainable Energy Future...

- Distributed clean generation
- Grid optimization
- Energy efficiency
- Demand Response
- Dynamic price signals

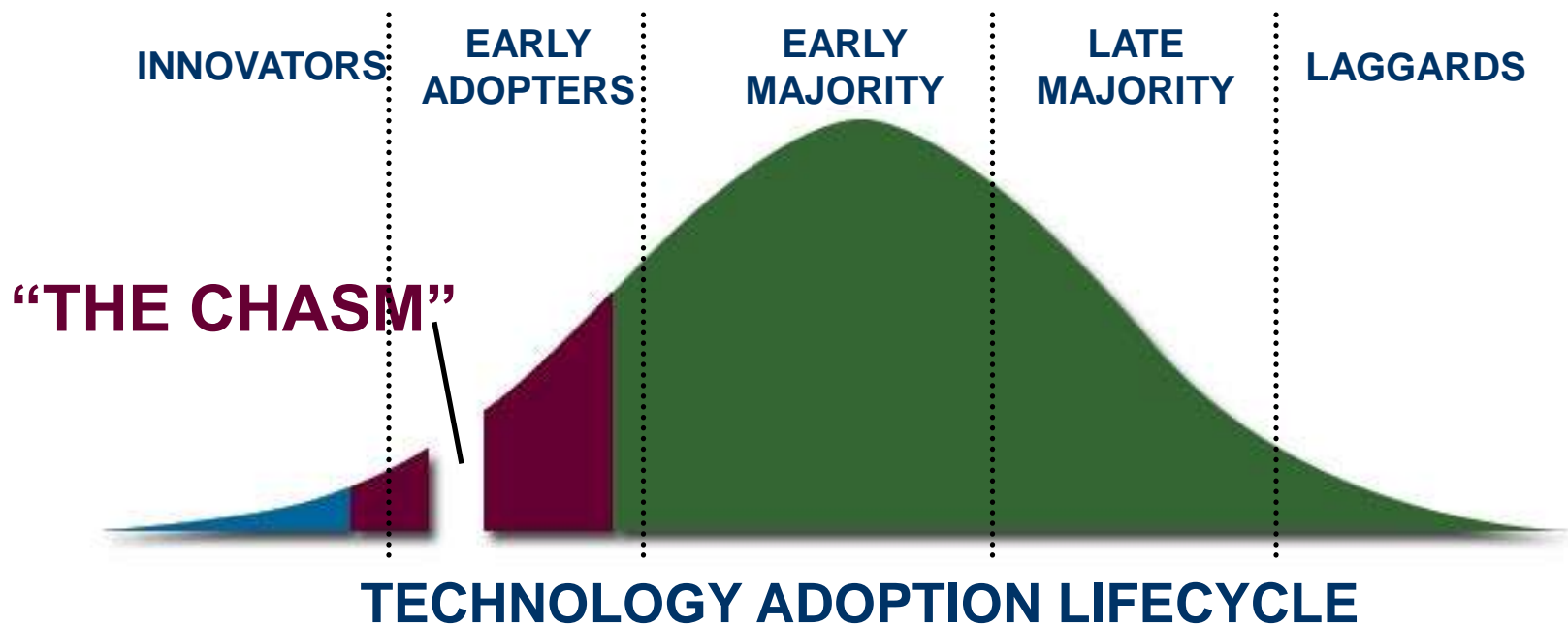


Utilities Must Bridge Customer Perception Gap



- Visibility before reality
- Bills before benefits
- Ambiguity before maturity
- No silver bullet

Utilities Need a Strategy to Bridge Gap

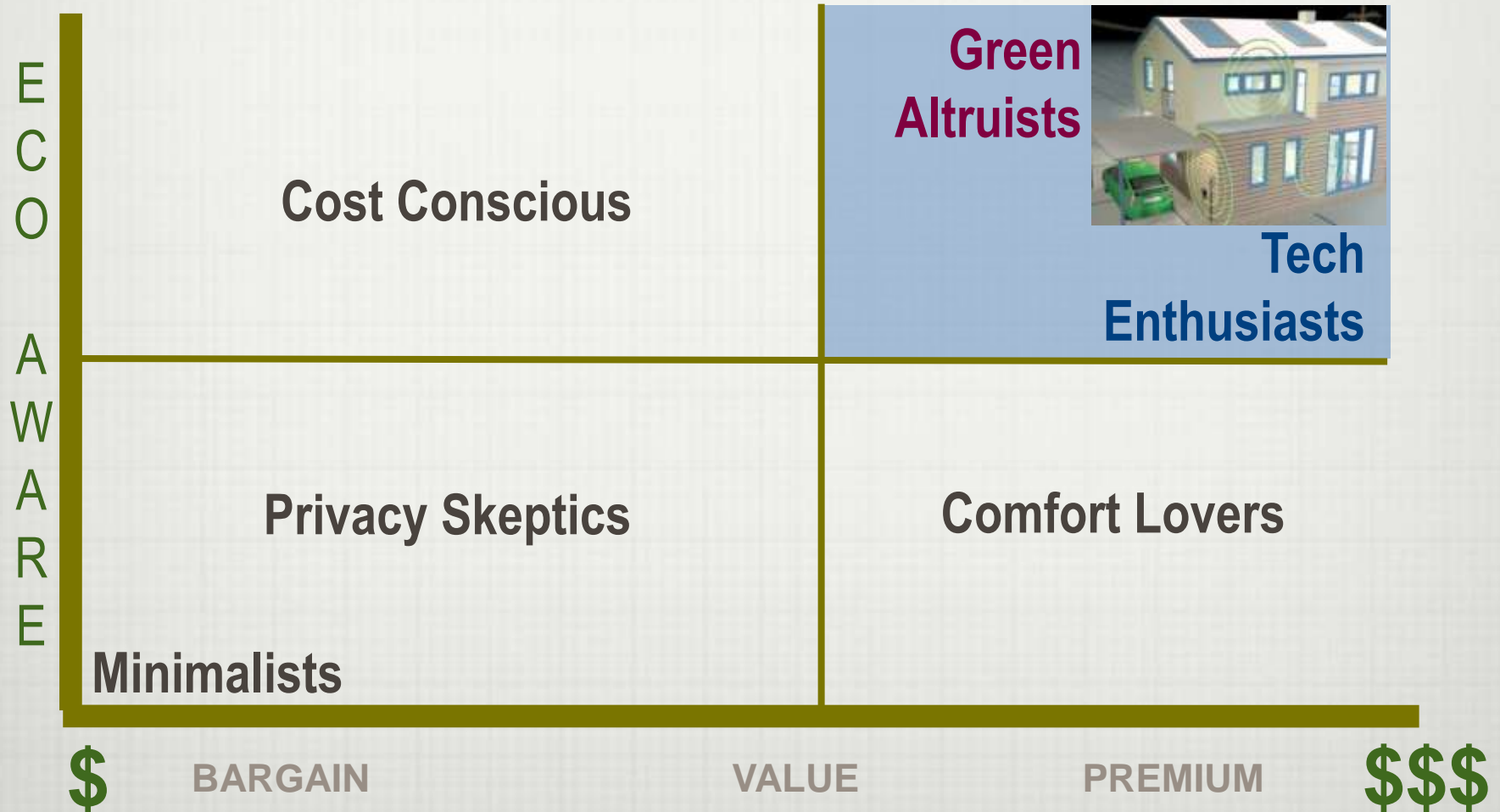


DIFFUSION OF INNOVATIONS BY
EVERETT ROGER

Crossing the Chasm BY GEOFF
MOORE

Ubiquitous transformation takes place over 20-30 year period

Consumers Segment by Motivation

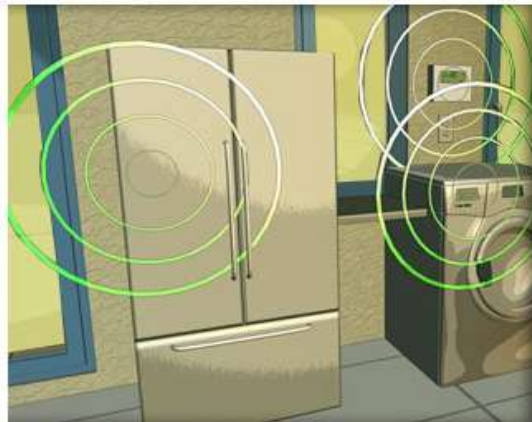


“Nudges” Correlate to Motivation

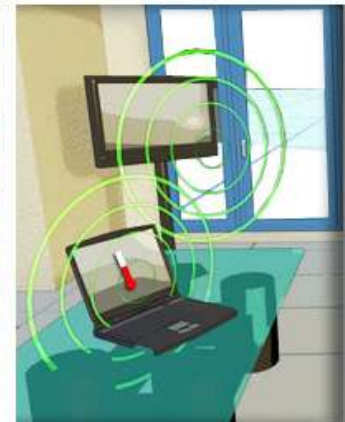
Incentives may be feedback or price or automation



Consume and store lowest
price off-peak power



Offset power usage with
energy-efficient
appliances and feedback
devices

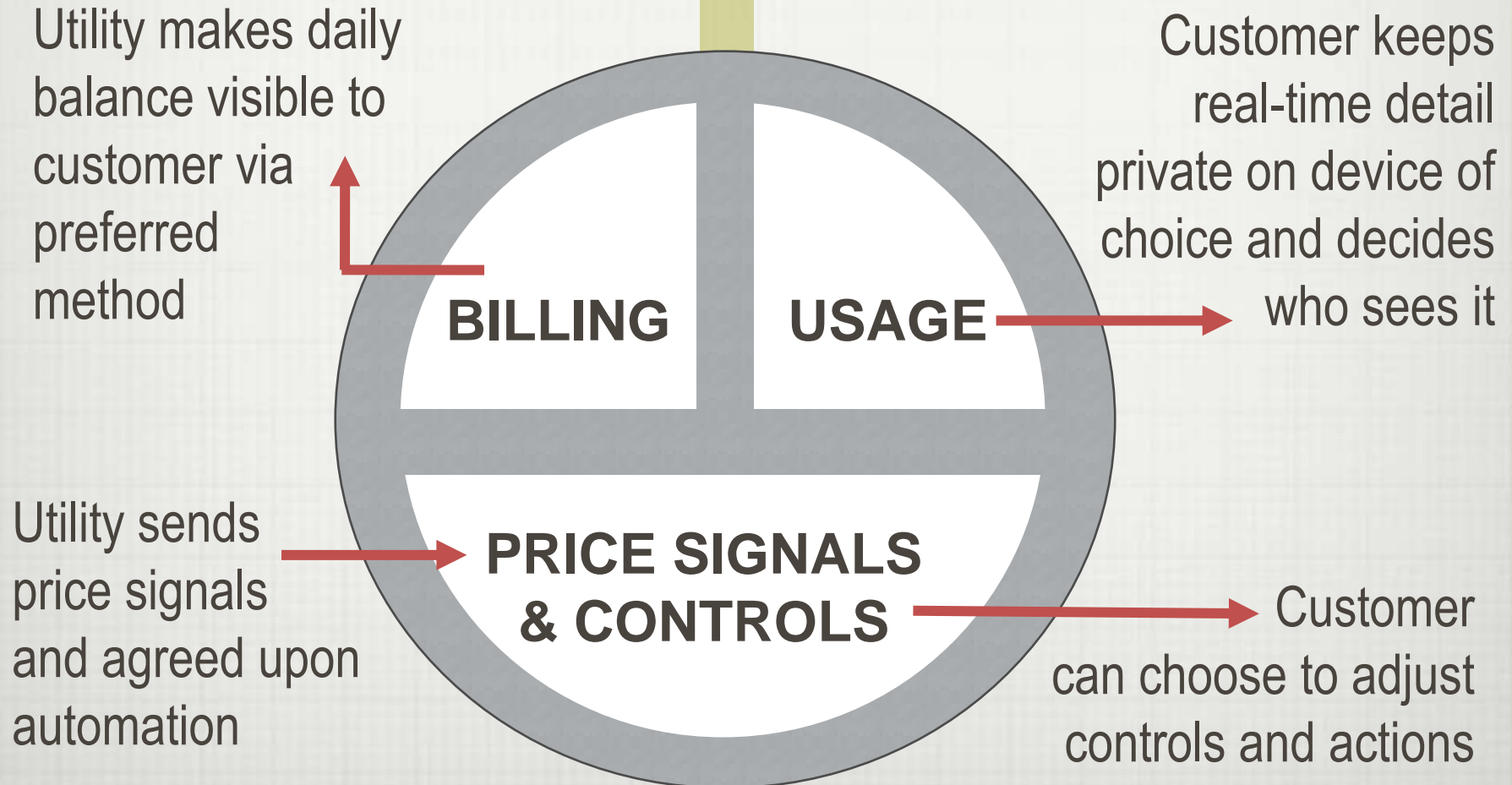


Save money with
voluntary
programs at peak
periods

Anticipate Consumer Concerns and Push Back

- Smart meter accuracy
- EMF (electro magnetic frequency) exposure
- Dynamic pricing and low-income populations
- Shared risk and cost
- Big Brother (privacy and cyber security)
- Individual control
- Gender variations have not been addressed:
Guys keep score while women cooperate

Solve Privacy and Control Concerns Via Data Demarcation



Solve Choice and Pricing Concerns Via Opt-in Programs

*EV and Micro
Generation Options*

The Saver Plan

The Green Plan

Dynamic Pricing Options

The Basic Plan

The Comfort Plan

Subsidized or Pre-Pay Options

SOME PLANS REQUIRE SMART METERS/GRID

Proactive Education Creates Informed Partners

“I think the utility should educate the consumer and tell the consumer what they can be doing and what the utility is doing to remedy the issue and conserve energy.”

— L.S.T., TOPSFIELD, MA



Communication Gaps Can Overshadow Tech WINS

- Failure to listen actively
- Silo messages vs vision
- Promotional vs educational tone
- Not planning for extreme weather and tech bugs
- Delay in responding to legitimate concerns



Recipe for Success

Listen • Respond • Respect



- Integrated narrative
- Internal alignment
- High touch contact centers and field reps
- Media awareness
- Consumer education
- Community outreach

Don't Sell: Build Trust and Credibility

- Good community relationships
- Educational and engaging
- Authentic and credible voices
- Technically-accurate
- Independent validation
- Realistic and timely calls to action
- Multiple impressions delivered via varied channels



Research Validates Trends

- Accenture and Harris Interactive
- Boston Consulting Group
- Burson-Marsteller; Penn, Schoen & Berland
- EcoAlign www.ecoalign.com/news
- GE Energy Services and StrategyOne
- IBM Institute for Business Value
www-935.ibm.com/services/us/index.wss/ibvstudy/gbs/a1029014
- IDEO and SCE

Contact each group for specific study details

Contact Information

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Q&A

To submit a question . . .
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Join our community of innovators who are
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Closing Remarks



Phil Carson

Editor-in-Chief

Intelligent Utility Daily



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Upcoming Webcasts

- September 16 – Achieving Operational Excellence - What to Consider Before Implementing or Upgrading Your Distribution Management Solutions
- October 7 – Preparing Personnel
- November 4 – IT & Smart Grid

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