



## Energy and Utilities Exchange Sessions

Wednesday, November 2, 10:45 am – 12:15 pm

### Session 1: Taking a Smarter Approach to Energy and Utilities

Economic, environmental and societal challenges are driving energy and utilities organizations to invest in making their operations “smarter,” while they also work to transform their ability to develop and sustain relationships with their customers. IBM will set the stage with an industry perspective on three themes of the conference, applying new business analytics and optimization both to improve grid operations and to engage better with customers, and exploring how social business and smarter commerce can help strengthen customer relationships and suggest new business models for growth. Speakers from leading utilities organizations will share their experience and best practices for improving the efficiency of and capitalizing on their smart grid investments by using business analytics against real-time and historical information to enable more informed decision making and optimized grid operations.

Wednesday, November 2, 3:30 pm – 5:00 pm

### Session 2: Transforming Relationships with Customers

Market factors such as environmental concerns, regulatory pressures, supply/demand constraints, and other challenges often require utilities to engage consumers in new ways – particularly those consumers who want to take a more active role in managing their own energy consumption. The convergence of increasingly intelligent utility networks, new techniques for business analytics and social business tools offers unprecedented opportunities to transform relationships with consumers through new channels and services in order to influence energy consumption behavior. In this session, energy and utilities industry leaders will share details of their latest programs, pilot projects and strategies for engaging consumers.

Thursday, November 3, 8:00 am – 9:15 am

### Session 3: Speakers’ Breakfast Exchange

Network with your industry peers over breakfast. This is a perfect opportunity to connect with speakers, fellow attendees, and IBM senior Energy and Utilities executives to ask questions, continue conversations, and share additional insights and experiences on the leading practices that utilities are implementing to drive insights in network and customer operations.

Thursday, November 3, 11:30 am – 12:30 pm

### Managing Electric Vehicles and the Grid

Electric vehicles (EVs) are receiving increasing attention and interest from consumers, governments, auto manufacturers and energy providers. In first half of this session, we will explore the fundamental challenge of ensuring a positive EV “user experience” and effectively integrating EVs with the electric grid. Emerging practices, such as charge roaming and “smart charging,” apply analytics and optimization techniques to address both of these challenges. Emerging practices also require new capabilities for managing the necessary information, processes, and payments across the wide range of device types, communications methods and market participants.

### Solutions for Smarter Energy – The Way Forward

The second half of this session will bring together the examples and best practices shared during the symposium, and suggest practical ways participants can apply business analytics and optimization as well as use social business capabilities to create new value in their own organizations.