

Assume the Role of Energy Integrator

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The IBM Energy and Utility Point of View (POV) | Electric

OUR POINT OF VIEW

1.

Viable Substitutes Rise

introducing the business and technical challenges of intermittency, dispatchability and disintermediation

OUR POINT OF VIEW

2.

Customer Engagement

Deepens through rich and instant interaction delivered via social and mobile apps

OUR POINT OF VIEW

3.

Core Expectations Persist

requiring the continued delivery of safe, reliable and low cost energy with sustainability embedded

WHAT WE SEE SHIFTING

Alternatives reach grid parity while renewables and storage mainstream and demand response increasingly balances supply.

WHAT WE SEE SHIFTING

Per capita demand is rising but energy intensity is sinking and prosumer supply is expanding driving a more sophisticated and economically challenging customer interaction.

WHAT WE SEE SHIFTING

Grid essentiality is challenged with OPEX agile new entrants emerging and growth stunted by #1 and #2.

STRATEGIC IMPERATIVE

Assume the role of energy integrator.

STRATEGIC IMPERATIVE

Deliver a 360 degree customer of one experience.

STRATEGIC IMPERATIVE

Disruptively innovate business processes through analytics driven operational excellence.

The Strategic Context for Realizing the POV Imperatives



**The essential
grid**



**The power of
markets**

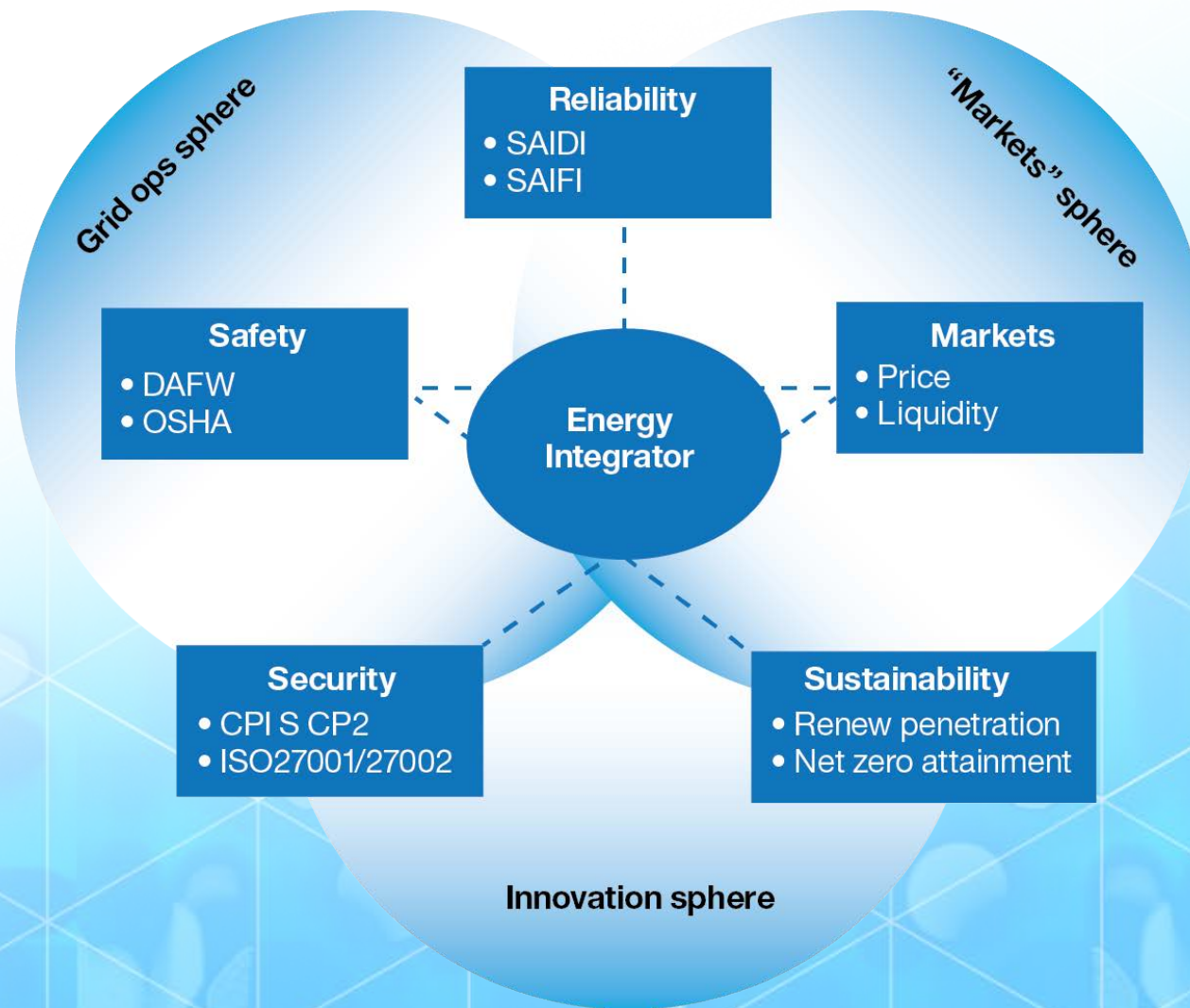


**The mantle of
sustainability**

Imperative | Assume the Role of the Energy Integrator



The Energy Integrator provisions the Systems of Engagement that sustainably balances distribution side energy supply and demand safely, reliably and securely



Imperative | Assume the Role of the Energy Integrator



The core roles of the Energy Integrator are instantiated irrespective of market design or resource supply mix.

The energy integrator role framework

