

## Conference Agenda & Schedule:

MARCH 10 | TUESDAY | 5:30PM TO 8:30PM

### Conference Registration & Vendor Night Welcome Reception

- o Hohokam Ballroom, 1<sup>st</sup> Level

Join us for a festive happy hour with epicurean delights and libations. This is your opportunity to register for the conference as there will be limited time on Wednesday morning to register.

This Vendor Night tradition provides an awesome opportunity to meet and network with the Oracle Utilities team, fellow CC&B users, as well as a variety of industry partners who offer solutions and services that further extend your CC&B investment.

**Presented by GeoNexus Technologies and OUUG Platinum Sponsors: HP, Meridian Integration, Mythics, Origin Consulting, PSA, Red Clay and Trinity Consulting!**

MARCH 11 | WEDNESDAY | 7:30AM TO 4:50PM

- o Pointe Hilton Squaw Peak Resort, Convention Centre

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7:30 – 8:30am Anasazi Courtyard, 1<sup>st</sup> Level

**Breakfast / Registration**

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8:30 – 9:30am Apache Ballroom, 3<sup>rd</sup> Level

**Welcome Address**

**Keynote Address: The New Energy Consumer -  
*What Does It Mean for Customer Care***



Gary Ide, Accenture North American Utility Operations Lead & Accenture Oracle Practice Lead

Mr. Gary Ide possesses over 28 years of utility practice experience, delivering complex systems and business transformations from very large to midsize companies. In addition to focus on a complete solution – business process readiness, operations as well as systems installation Gary offers start to finish insight working closely with project sponsors and Boards of Directors to understand and manage risk, prepare organizations and measure results and satisfaction.

Gary is a senior member of the Accenture North American Utility's practice leadership team with the role of Managing Director of Operations ('COO') and Oracle Practice Lead. Thus he sees across the entire practice and is responsible for overall client satisfaction and quality delivery. In addition, he has been personally involved in eight end-to-end customer systems delivery—from custom CIS solutions, to Customer/1

to SAP to multiple Oracle CC&B installation. Gary started out as a programmer/tester of billing and service orders and now advises Senior Client leadership on the quality of their program, risk mitigation and overall preparedness across the entire organization – IT, business operations and key external stakeholders. Particular focus is on understanding end consumer needs and direction and how solutions address these and are flexible enough to lead and adapt for future trends.

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9:30 – 9:40am BREAK

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9:40–10:30am Apache Ballroom, 3rd Level

**Burbank Water and Power Goes Live with Customer Care & Billing (CC&B)**

Oswaldo Hernandez, Customer Service Supervisor

Burbank Water and Power has been live on CC&B for just over one year! Oswaldo will offer insight into BW&P's project approach, team, objectives, challenges and successes, what was involved in post go-live efforts plus what's next for BW&P.

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10:30 – 10:40am BREAK

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10:40–11:30am Apache Ballroom, 3rd Level

**San Francisco Public Utilities Commission Upgrades During Drought, Achieves New Regulatory Mandates**

Alan Marshall, Enterprise Systems Manager

Rajesh Prasad, Principle Engineer

Raymond Yip, Senior Engineer

The San Francisco Public Utilities Commission (SFPUC) initiated their CC&B upgrade project in 2013. Toward the end of the project, the State of California declared a 10% mandatory rationing for large customers, with a timeline in direct clash with the upgrade plan! Learn from Alan, Rajesh, and Raymond not only how SFPUC approached and managed the upgrade and lessons learned, but how they did so *and* met the new regulatory mandate as well!

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11:30 – 1:00pm Anasazi Courtyard, 1<sup>st</sup> Level

**LUNCH**

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## Conference Agenda & Schedule - cont'd:

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1:00 - 1:50pm Apache Ballroom, 3rd Level

### Large Group Open Forum

Master of Ceremonies: Jason Gordon, Lee County Electric Cooperative, IUG Steering Committee Vice Chair & Large Southeastern UG Chair

Both illustrious MC and open forum back by popular demand! Take advantage of this hour to initiate dialogue with utility peers and industry partners alike about anything and everything CC&B and ancillary. Project approaches, steering committees, system administration & support team structures, archiving, auditing, batch processing, ROI matrix and more.

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1:50 – 2:00pm BREAK

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2:00 - 2:50pm Apache Ballroom, 3rd Level

### ENSTAR Implements Oracle Utilities Customer Self Service (OUCSS) - How It Was Done and How It's Going

Aaron McClune, CIS Systems Administrator  
Brian Benton, Project Director, Origin Consulting

With a mission to improve efficiency across the organization, an eye on leveraging industry best practices, and a goal to increase customer adoption of self-service functionality, after going live with CC&B in 2012, ENSTAR implemented OUCSS in seven months! Aaron and Brian will walk us through how this was done and how it is going now.

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2:50 – 3:00pm BREAK

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3:00 - 3:50pm Apache Ballroom, 3rd Level

### City of Long Beach's Multi-Product Implementation Journey

Tony Neal, Project Manager – Customer Care & Billing Utility System

The City of Long Beach went live with Customer Care & Billing (CC&B), Mobile Workforce Management (MWM), and a new utility bill print solution in 2014! Hear how these amazing accomplishments were achieved as Tony shares the vision, the realities, and the ultimate success of their multi-product implementation.

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3:50 – 4:00pm BREAK

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## Conference Agenda & Schedule – cont’d:

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4:00 - 4:50pm Apache Ballroom, 3<sup>rd</sup> Level

### **The Upgrade Experience at Jacksonville Electric Authority**

Troy Tremble, Manager, Customer Relationship Systems

A jump for JEA! From 2.0 to 2.4 in 60 seconds (well, not quite). Discover the JEA upgrade experience from Troy including project scheduling, functional and technical challenges, team roles, new features, and more!

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5:30pm Depart

Buses will leave from the front of the Hilton Conference Center to transport those attending the Rustler’s Rooste Dinner & Casino Night event. **Please note that a wristband is required for entry.**

A Chuck Wagon dinner, Casino Night & Rooftop Bar overlooking the magnificent city skyline awaits attendees at Phoenix’s famous Rustler’s Rooste! Casual attire.

Buses will run continuously back to the hotel throughout the night.

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## Conference Agenda & Schedule – cont’d:

MARCH 11 | WEDNESDAY | 5:30PM TO 9:00PM

### Rustler’s Rooste Dinner & Casino Night

- o Phoenix, AZ

As the Bay Area's only Country Western town, Long Branch Saloon & Farms’ old-west ambiance celebrates the Wild West heritage with gunfights, gold panning, roping demonstrations and an authentic saloon. Enjoy an evening of gambling at casino night for great prizes, dinner, a hosted bar, and souvenir photos.

Please note that a wristband is required for entry and must be presented when you board the buses.

OVER \$1,000 IN PRIZES, including an Xbox One, Kindle Fire tablets, New Balance Bluetooth® fitness monitor watches, and other fabulous items! Prizes will be awarded to the Top Five winners, based on the greatest amount of gambling winnings amassed during the evening. Any players found in violation of the spirit of the games will be turned over to the sheriff (or Miss Kitty) and enjoy a private tour of the onsite “pokey.”



At approximately 9:30pm, buses will make stops at the Hyatt Regency SFO, Hyatt House Belmont and back to the Oracle Conference Center, returning at approximately 10:00pm. And if past years’ events are any indication, the bus ride home is always memorable!

## Conference Agenda & Schedule – cont'd:

MARCH 12 | THURSDAY | 7:30AM TO 4:05PM

- o Pointe Hilton Squaw Peak Resort, Convention Centre

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7:30 – 8:30am Anasazi Courtyard, 1<sup>st</sup> Level

**Breakfast**

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8:30 – 10:00am Apache Ballroom, 3rd Level

**CCB / GIS Special Interest Group**

Moderators: Skip Heise, President, GeoNexus Technologies  
Dana Drysdale, Vice President, San Jose Water Company

CC&B and GIS are two enterprise systems used by utility organizations to manage information about customers, service locations, and meters. GIS is used to manage the spatial location on a digital map and CC&B is used to manage information related to customer service and revenue generation from billing. Many utilities struggle with managing common information across two enterprise systems such as GIS and CC&B. GIS can be used to provide the spatial context to information from CC&B. For example GIS can show the location of customer service requests and field activities on a map, and assist customer service reps, dispatchers, and the field crew in responding to request for service. The purpose of this SIG is to bring together users of GIS and CC&B to discuss the use cases and requirements for integration. Please join us for a lively discussion on how organizations are currently using CC&B and GIS together as well as business needs for future capabilities.

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10:00–10:15am BREAK

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10:15 – 11:30am General Session Room (Kiva/Pueblo/Sonora)

**Panel Discussion: The Power of Utility Analytics**

Moderator: Cathy McCause, Marketing Director, GeoNexus

Panelists: Chuck Tickles, (retired) Vice President Information Technologies, Kansas City Power & Light

Tacoma Zach, Chief Executive Officer, Uberlytics

Tom Eyford, Principal Business Strategy Consultant, Oracle

WHAT IT IS, WHAT IT CAN DO & WHAT IT CAN DO FOR YOU!

Learn everything analytics at this interactive panel session.

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11:30–1:00pm Anasazi Courtyard, 1<sup>st</sup> Level

**LUNCH**

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## Conference Agenda & Schedule - cont'd:

1:00 - 1:50pm

Apache Ballroom, 3rd Level

### **Improving Customer Experience and Realizing Strategic Goals - The Value Add of Program Management at Green Mountain Power**

Jan Ferro, Business Integration Manager

Jim Andrews, Vice President of Solution Strategy, Origin Consulting

Program Management enables GMP to offer the best possible customer experience and achieve defined strategic goals. Witness how GMP leveraged the Program Management module to promote their programs to targeted customer.

1:50 - 2:00pm

BREAK

2:00 - 2:50pm

Apache Ballroom, 3rd Level

### **Orlando Utilities Commission's Integration Strategies Leading to Business / IT Alignment**

Dawn Fry, Manager of Applications Services

Hear about OUC's integration strategies and how they will align IT with business goals as they conclude their implementation of Meter Data Management (MDM) and begin their CC&B initiative!

2:50 - 3:00pm

BREAK

3:00 - 3:50pm

Apache Ballroom, 3rd Level

### **Prepare Today for Go-Live Tomorrow**

Lynda Elmer, Functional Architect, Lucidity Consulting Group

Going live with any system can be a stressful time. Going live with a Customer Information System can multiply that stress! This presentation will cover our first-hand tips and tricks on how to most effectively manage those stressful post go-live situations. Our discussion will include metrics that you can gather from your current customer system while going through the implementation of the replacement system. We will cover the use of these metrics as gauges to determine any additional lurking problems. The techniques we will share have been used in go-lives and have proven to help the team get prepared, set clear expectations with their executives and effectively manage the system.

3:50 - 4:05pm

Closing Remarks – Looking ahead, prize drawing for returned conference surveys (*must be present to win!*)

**\*\*\*CONFERENCE ENDS\*\*\***

## Who's Here

Cindy Nelson	AGL Resources
Arokiam Udumula	AGL Resources
Lisa Kappenman	ALLETE
Jeanne Atkinson	ALLETE/Minnesota Power
Jeff Mayne	ALLETE/Minnesota Power
Amy Schintz	ALLETE/Minnesota Power
Raymond Kelly	Artesian Resources Corporation
Paul Roller	Baltimore Gas and Electric Company
John Andreasik	Baltimore Gas and Electric Company
Davene Martin	Benton PUD
Paula Bell	Benton PUD
Shelly Cruzen	Benton PUD
Carolina Villascuesa	Independent
Mark Meier	Cedar Falls Utilities
Kathryn Genden	Cognizant Technology Solutions
Raghvendra Kumar	Cognizant Technology Solutions'
Urabh Sharma	Cognizant Technology Solutions
Dharmesh Mistry	Cognizant Technology Solutions
Shahram Mani	Cognizant Technology Solutions
Manish Agrawal	Cognizant Technology Solutions
Sean Mani	Cognizant Technology Solutions
Andy Ratan	CoSign by ARX
Mike Milton	CoSign by ARX
Pamela Niehaus	Duquesne Light Company
Tom Glaser	Duquesne Light Company
James Koenig	Fayetteville Public Works Commission
Gary Jensen	Gas South
Billy Von Bautista	Golden State Water Company
Kristen Faulkner	Golden State Water Company
Jan Ferro	Green Mountain Power
Donald Tougas	Green Mountain Power
Rebecca Pope	Greenville Utilities
Tim Schrag	Intoollect / ProMark
Mike Stein	Intoollect / ProMark
Marryann Wolf	Intoollect / ProMark
Jesus Garcia	JEA
Troy Tremble	JEA
Gail Allen	KCP&L
Robin Souder	KCP&L
Lois Stark	KCP&L
Randy Vance	KCP&L
Angela Navarre	Lafayette Utilities
Darrin Duhon	Lafayette Utilities
Marnel Higgins	Las Vegas Valley Water District
Dave Mason	Las Vegas Valley Water District
Jason Gordon	Lee County Electric Cooperative
Robert Herron	Lockheed Martin/REC
S. Mark Townsend	Los Angeles Department of Water & Power
Jason Deaton	Meridian Integration



## Who's Here - cont'd

Zendrick Cunningham	Meridian Integration
Deb Braun	Montana-Dakota Utilities Co.
Julie Smith	Montana-Dakota Utilities Co.
Del Wendt	Oncor Electric Delivery
Bob Klasing	Oncor Electric Delivery
Hillary Bargagliotti	Oracle
Mukul Kundu	Oracle
Claude Zuliani	Oracle
Kristen Shepherd	Oracle
Hung Nguyen	Oracle
Donny Crow	Oracle
Pam Glanvill	Origin Consulting, LLC
Jim Andrews	Origin Consulting, LLC
Brad Casper	Orlando Utilities Commission
Hedilyn Ago	Orlando Utilities Commission
Kris Sieber	REC
Tracie McGowan	REC/LMIT
Alan Marshall	San Francisco Public Utilities Commission
Rajesh Prasad	San Francisco Public Utilities Commission
Tricia Zacharisen	San Jose Water Company
Tatyana Trudova	San Jose Water Company
Kristine Jordan	San Jose Water Company
Clayton Mauldin	Santee Cooper
Scott Reed	Santee Cooper
Martha Hobson	Seattle City Light
Julie O'Neal	Tucson Electric Power
Tashonda Betts	Tucson Electric Power
David Yeselavage	Tucson Electric Power
Lisa Holliday	Tucson Electric Power



**Thank you!**



Approved conference presentations will be posted on the post conference website shortly at [www.CCB2014.com](http://www.CCB2014.com)

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**SAVE THE DATE!**  
**Conference 2015**

March 4-5, 2015