

Sessions

Your time is valuable and we know that when you're out of the office you have to make the most of your time away. That's why we're working to develop a schedule of breakout sessions packed with valuable information and insight. You'll be prepared to get back to the office and tackle your upcoming projects with new insight and vigor.

We've prepared content that is specifically geared to Business Users, Technical Users, Both Business & Technical, and Partners-only.



Business User Sessions

- **Managing the Business and Organizational Change Driven by the Smart Grid**

Dacia Roehler & Jonathan Minsky - Sky Business Consulting

Implementing Smart Grid projects is not just a system and technology challenge, there are a lot of business transformations and organizational changes that you need to consider in order to ensure it's success. Learn how to best manage the changes and challenges.

- **To Tweet or Not To Tweet: Navigating Social Media**

George Popstefanov - PMG, Will Brent - Weber Shandwick, Zack Derich & Kyle Arteaga - eMeter

Social energy is inevitable. What does it mean? What does it mean to your business? We're bringing together some experts in not only social media, but also pioneers in social energy to discuss how communications with customers is changing today -- and what it might look like in the future.

- **Adapting MDMS to Business Needs**

Mark Hatfield & Raakesh Makanji- Enspira

While arguably every utility needs an MDMS, not every MDMS implementation is the same. Utilities want the MDMS to do "it all" and "they want it now". But "all" and "now" are relative and can have unintended and expensive connotations for implementing an MDMS. As the MDMS market matures, there are options becoming available in MDMS products and infrastructure to potentially reduce the implementation and maintenance costs of MDMS initiatives by taking a more focused, faster and cost-efficient path. Topics include package solutions, implementation models, phased business releases, integration methodologies, managing varying objectives, and similar topics.



Technical User Sessions

- **FlexSync Detailed Introduction**

Ling Chien-Sha, Andrew Stefanick & Steve Schwartz – eMeter

This session will begin with a high level overview of FlexSync as well as a comparison to classic Sync. It will then delve into the details of how FlexSync works including a debug log walkthrough, samples of complex Rule Sheets, and more FlexSync details.

- **Ask The Experts: EnergyIP Technical Panel**

Jamie Dobbins - Burbank; Ryan Ford, Vikas Walia, Rob Harsh & Steve Schwartz - eMeter

EnergyIP is at the core of everything we do. As technology and functionality change over time, sometimes it can be heard to keep up. We've assembled a group of EnergyIP experts and super

users who will be able to tackle your toughest questions about best practices for implementing and using EnergyIP.

- **FlexSync Business Use Case Demos**

Ling Chien-Sha, Andrew Stefanick & Steve Schwartz – eMeter

This session will feature detailed demonstrations of business use cases such as creating an entire SDP stack, meter exchange, rate change, retroactive date changes, multiple system of record filtering, and exception cases. There will be time reserved for technical Q&A.

- **Smart Grid Security: Best Practices for a Low Risk Implementation**

This session will feature a panel of security practitioners and Smart Grid experts, who will address a variety of topics such as: How do you perform risk assessment to pinpoint weaknesses? What is the best way to minimize the gap between internal requirements and NIST standards? How you manage your security program to maintain your defenses while still remaining responsive and flexible to change? Bring your questions with you, too!



Sessions For Business & Technical Users

- **The Doctors are In the House: Preventive Medicine To Keep You on the Job**

Barney Bolt, George Fisher, Brian Williams - eMeter

During this session, you'll have a chance to meet some of the members of our eMeter Support team. They'll share with you best practices about how to maintain EnergyIP and your eMeter applications. You'll also get a demonstration of their new eSP Dashboard. What that? Join the session and find out.

- **SAP Enhancement Pack 5 Solution Overview**

Con Ntalianis - SAP, Kathy Shaffer & Michelle Lewis - eMeter

Learn about how eMeter is supporting the next big release of the SAP, Enhancement Pack 5, and how you will be able to leverage the new features and functionality in this next big release.

- **Know Thy Data: Understanding the Data in Your Environment**

Jeff Rank, Vikas Walia, Thaddeus Jimenez - eMeter

Data, data, data. You've got tons of it coming at you and you need to understand what it all means. During this session will explore the EnergyIP data model, and discuss best practices for discovering and learning about the data you have from other sources. From there, we'll turn to analytics. To make decisions, you need to turn that data into information. That starts with good analytics. We'll show you some tools that will help you turn all of that data into information you can use.

- **Recover Lost Revenue**

Energy theft has increasingly become a topic of conversation in utility boardrooms around the world. Raising costs, deregulation and an uncertain economy push people to desperate measures. As a utility, how do you know the extent of your loss? Can you pinpoint the highest value cases in your territory, so you can focus your resources on the instances that will bring your business the most value? Of course you can—with some good information and analytics.

- **Energy Engage Best Practices**

John Wetherill, Martin Stein, Zach Derich - eMeter

When you start with a consumer engagement application project, you're bound to have lots of questions. What are the technologies behind Energy Engage? What do you need to know in order to successfully implement and maintain the application? What are the best practices for incorporating it into your website? We'll cover all of these questions and more.

- **Prepayment: Challenges and Opportunities**

Neil Beckwith & Chris King - eMeter

Prepayment is becoming a topic of conversation not only in the UK, but around the world. While

regulatory requirements for prepayment programs become finalized, customer preferences are also surfacing as the result of several pilot programs. We'll discuss some of the key issues you should pay attention to when designing a prepayment program.

- **Electric Vehicles Have Arrived – Are You Ready for the New Age of Transportation?**
Monika Sturm – Siemens Austria & Craig Cavanaugh – Siemens North America

In an effort to seamlessly integrate electric cars, Siemens has introduced electric vehicle charging infrastructure solutions. These solutions are designed to provide value to your utility and your consumer, the electric vehicle driver. By integrating a solution that offers energy transparency and management, and the ability to capture revenue, Siemens makes it simple to plug in and charge electric cars. Through Siemens' electric vehicle charging solutions, the world will reduce dependencies on fossil fuels, resulting in a sustainable transportation solution. In this session, you will also learn about our Austrian eMobility lighthouse project involving emporA. Join Siemens as we begin charging toward a smarter future!



Partner-only Sessions

- **The New eMeter iMDM Program**

Lisa Caswell & Shannon Amerman - eMeter

We've enhanced our iMDM program for 2011 to ensure our continued success in the market. Learn what's new, what's different and what's in it for you.

- **Selling the Smart Grid Appliance**

Shannon Amerman & BK Gupta - eMeter

The Smart Grid Appliance is the fastest and easiest way for a utility to get up and running with EnergyIP, Interval Billing and Energy Engage. Learn how to position the solution and the process to get it ordered and delivered.

- **Selling With Success Stories Part 1 & Part 2**

Larsh Johnson, Scott Smith & team - eMeter

Learn how eMeter has success selling with success. Stories that is. We'll cover success stories for: Multi-commodity, network loss, options for deregulated markets, multi-tenant, leading with Energy Engage, and designing for Retailers

- **EnergyIP AMI Network Interface Standards Strategy**

David June - eMeter

This session will cover eMeter's AMI Interface strategy. A must-attend session for all AMI partners.

- **Building Apps for the Platform**

Larsh Johnson, Vikas Walia, Saurab Saxena, BK Gupta - eMeter

When delivering value to your customers, it's all about the applications that run on the platform. During this session, you'll learn how to you need to prepare for building applications on the eMeter EnergyIP platform. We'll also discuss integration services, API's and how to demo the applications.

- **SmartStart Methodology & Knowledge Libraries**

Michele Wilson, Michelle Lewis & Kevin Smith - eMeter

Learn about the eMeter SmartStart methodology for implementation. We'll discuss best practices for scoping a SmartStart project, and how to license and access the Knowledge Libraries.

- **The eMeter Demo System**

Michele Wilson, Scott Smith & Martin Power - eMeter

Learn how to set up a demo/internal version of eMeter EnergyIP and applications, which will simplify the selling process and assist with training, too. We'll also show you how you can leverage the eMeter online demo system for end-to-end demos including Analytics and SmartStart.

- **EnergyIP 8.0 Update for Partners**

Saurab Saxena, Vikas Walia & Aaron deYonker - eMeter

This session will cover the 8.0 architecture, the UI platform, extensibility and customizability and a demo of the new 8.0 EIP UI