

HOW CAN BIG DATA MODERNIZE THE UTILITIES INDUSTRY?

THE UTILITIES INDUSTRY IS FACING NEW CHALLENGES

Regulatory pressure



Consumers are becoming producers



Increasing price volatility



Aging infrastructure



ON TOP ON THIS, CONSUMERS ARE BECOMING MORE DEMANDING

BIG DATA provides the foundation for:

- > Addressing consumer needs
- > More efficient utilization of resources
- > Revealing the bigger picture

All through SMART GRIDS and SMART METERING

SMART GRIDS ARE ENABLED BY ICT

The big data gathered via these grids will be fundamental to boosting **EFFICIENCY**.



Data is collected in **REAL TIME** from grid elements, meaning operators can prioritize asset renewal based on **PERFORMANCE**.

Smart grids enable more accurate forecasting models and efficiently distributed capacity and managed assets.



The ability to anticipate and prevent issues will mean improved **RELIABILITY** and greater **CONTROL** of resources.



The total forecasted **BENEFIT** from smart grids in the US between 2010 and 2030 stands at:

USD 1.3-2 TRILLION*

*according to EPRI

SMART METERS BRING UTILITIES AND ICT TOGETHER

This creates new opportunities to enhance the **CUSTOMER EXPERIENCE**, by tracking behavior and combining these findings with other information.

The number of smart meters generating **DATA** is expected to multiply from 313 MILLION TO **1.1 BILLION** between 2013 and 2022.

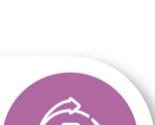


This will make it easier to identify and resolve the **UNDERLYING ISSUES** that lead to complaints –

LEADING TO **HAPPIER AND MORE LOYAL CUSTOMERS**

HOW CAN ENERGY COMPANIES PREPARE FOR THIS TRANSFORMATION?

Allow analytics to influence the whole organization



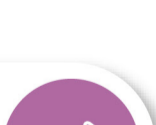
Establish an efficient communications infrastructure



Use cloud solutions to enhance data collection and analysis



Always be ready to take insightful action



HOW CAN WE HELP YOU?

- > Ericsson is an end-to-end systems integrator
- > We understand how smart grids operate
- > We combine expertise in both IT and communications
- > We have a history of working with huge amounts of data

Want to find out more about the future of utilities?

BIG DATA IS AN IMPORTANT PIECE OF THE PUZZLE