

DIGITAL “Energiewende” @e_vernetzen

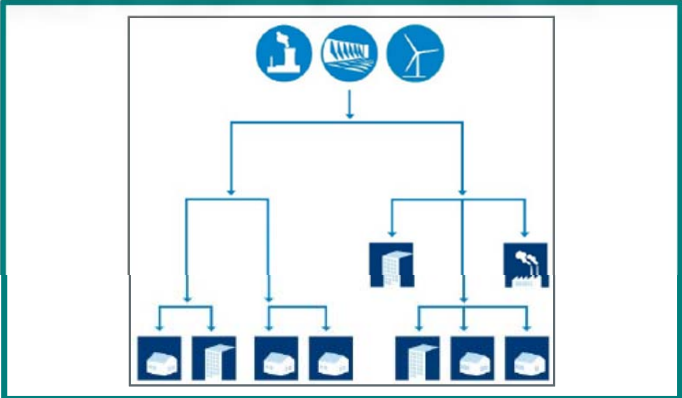
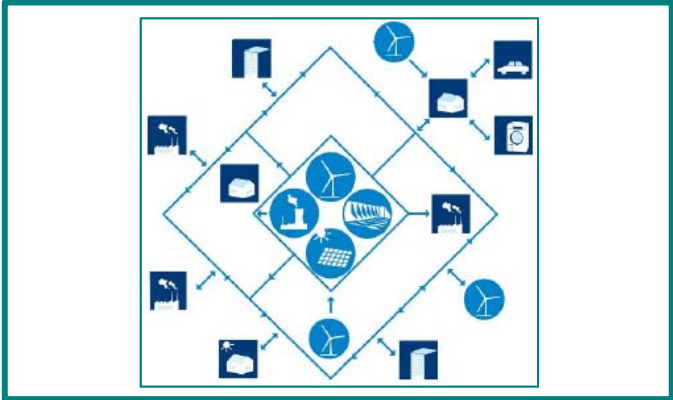
THE NEXT BIG STEP TOWARDS A SUSTAINABLE WORLD

NO TIME TO WASTE (BIG) DATA #CEDEC_2016



enera – Transforming energy

Challenges we are currently facing



enera – Transforming energy

Facts and figures



Where we are coming from!

- < 1.000 power plants
- < 7.000 automated and remote-controlled substations
- Low impact on loads
- Infrastructure = copper plate
- Static, well known operating model „top-down“
- System operation based on detailed planning and minimization of uncertainties
- **The energy system's duty: Supply**



Where we are going to be!

- > 1.300.000 decentralized energy producers
- 550.000 substations in Germany, in EWE network: ~ 20.000 (enera: ca. 4.000)
- Up to 40.000.000 households
- Infrastructure = highly dynamic system
- Developing functionality: „load reversal → top-down vs. bottom up“
- System must be able to deal with bigger uncertainties
- The energy system's duty has been changed by the energy turnaround!
- **The energy system's duty: Moderation**

Impact of Digitalization...

The empowerment of change “Just leave your Comfort Zone”...

TODAYS UTILITY DNA

COMMODITY + TECHNOLOGY



ANALOG LEADER

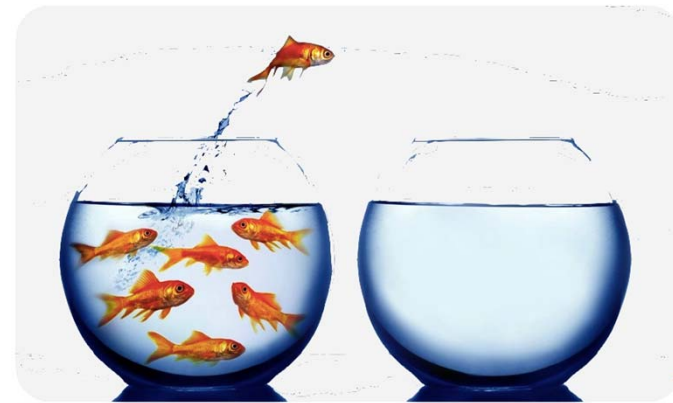
REQUIRED UTILITY DNA

NEED + DATA driven



DIGITAL LEADER

... become a DIGITAL NATIVE





HOW TO EMPOWER A GENERATION

TO SIT AT THE FOREFRONT OF ENERGY REVOLUTION

THE TRUTH

COMPLEXITY OF FUTURE PRODUCTS



BUT PUT OUT THE CAT.

SAME OLD STORY

SMART HOME SINCE 1980'S - NO IMPACT

HARDWARE

COMPLEXITY



THE X-10 POWERHOUSE INTERFACES WITH YOUR COMMODORE TO CONTROL YOUR HOME...FOR SECURITY, COMFORT AND ENERGY SAVINGS.

and then plug the Module into an outlet. The interface can control up to 256 Modules throughout your home and won't interfere with normal use of lights and appliances.



GENERATION Y

GENERATION C

UBIQUITIOUS



CUSTOMER EXPECTATION



Ease of use

ICE CREAM PRINCIPLE

AWESOME UI

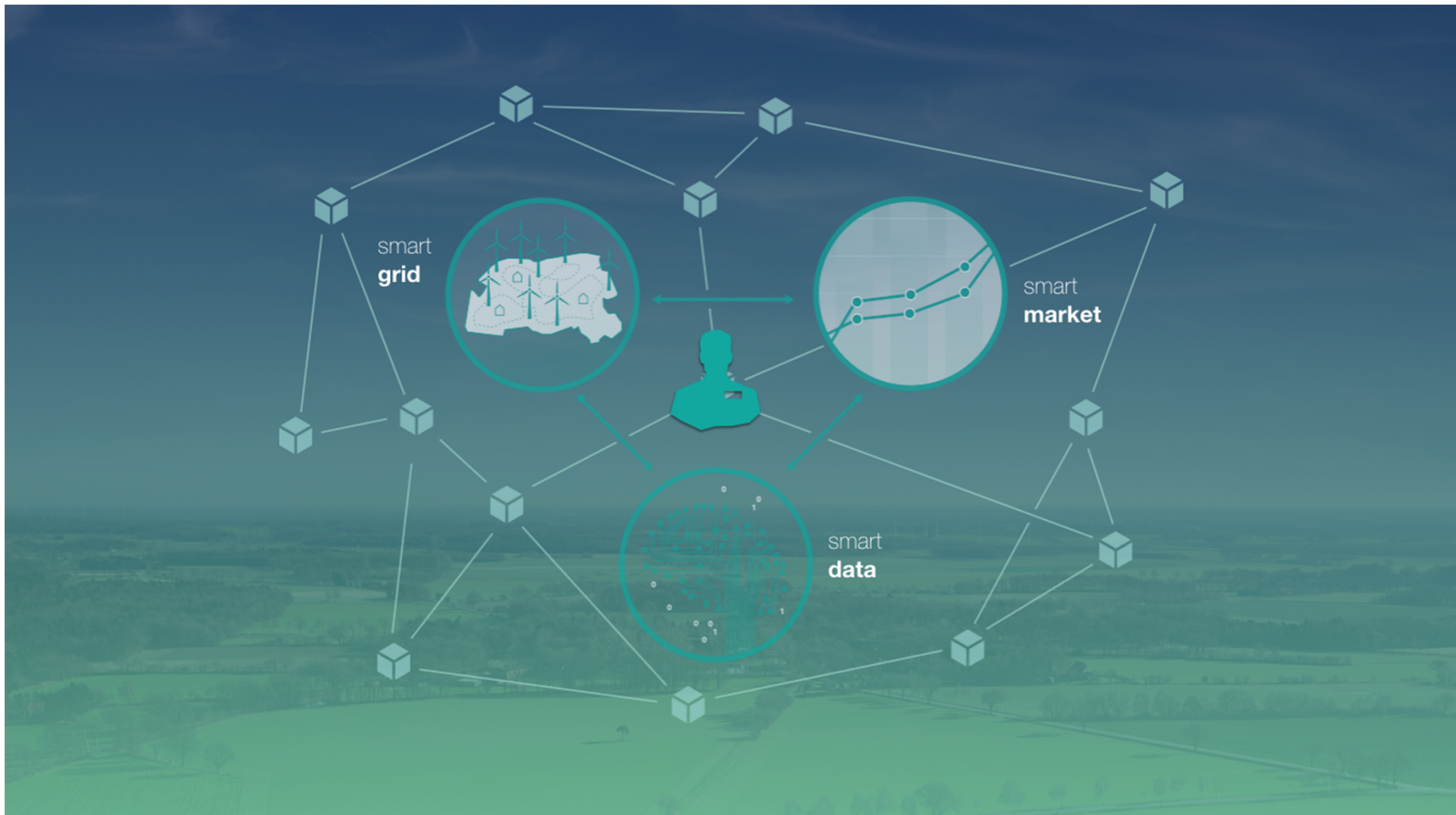
GREAT UX

SURPRISE

A space shuttle, likely the Space Shuttle Columbia, is shown in space, viewed from a low angle. The shuttle is white with a red nose cone and a black orbiter. The word "USA" is visible on the side of the orbiter. The background is a dark blue gradient.

CONCLUSION

STOP WISHING. BE BRAVE &
START DOING,



Be a part of it!

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