SOUTHERN CALIFORNIA EDISON®
An EDISON INTERNATIONAL® Company

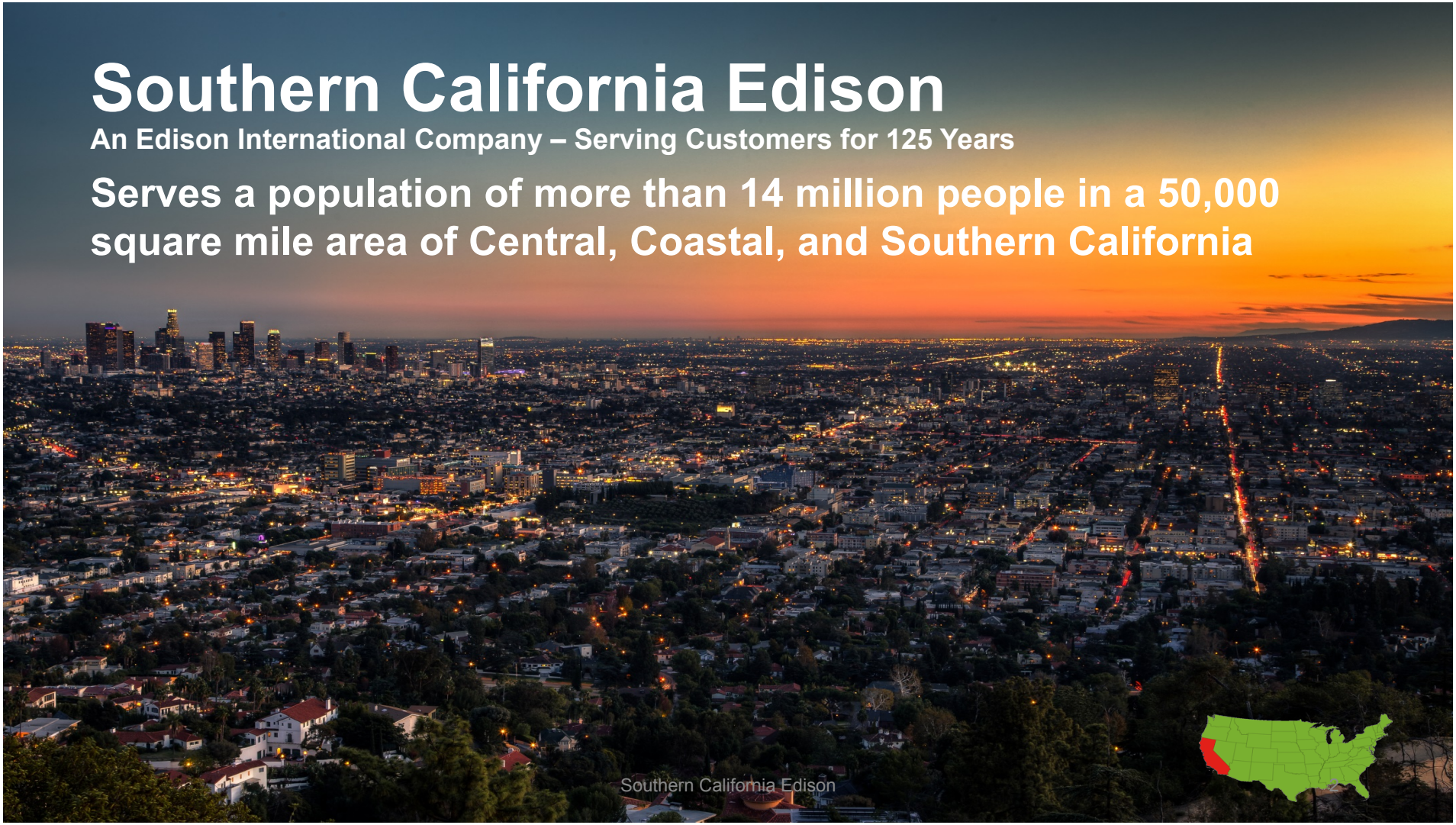
New data in residential and commercial energy markets

Mark Podorsky
Principal Manager; Implementation & Information Governance
Southern California Edison

Southern California Edison

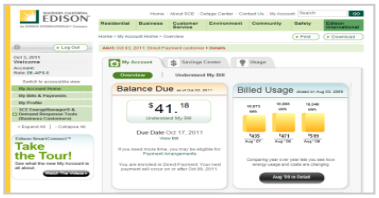
An Edison International Company – Serving Customers for 125 Years

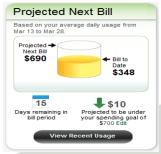
Serves a population of more than 14 million people in a 50,000 square mile area of Central, Coastal, and Southern California



Evolution of SCE Customer Data Presentment

My Account





2012/2013

My Account

2011

Enhanced Interactions

Enhanced Billing & Payment, Customized Price, Usage and Cost Information

2010

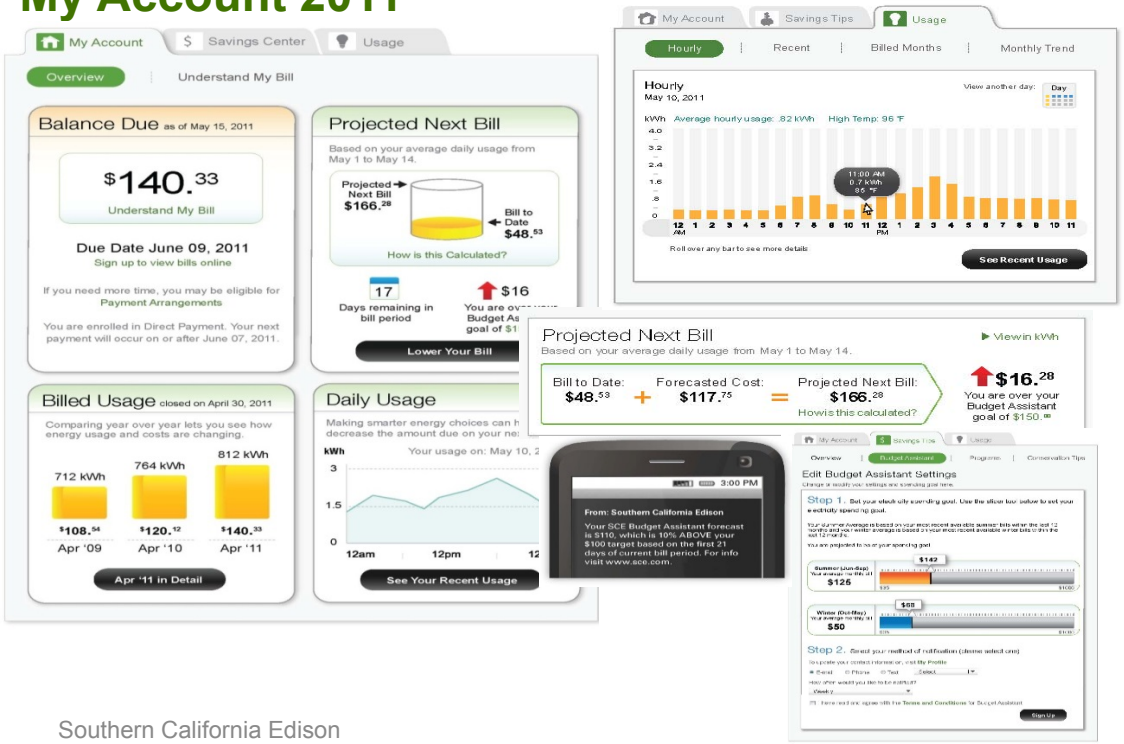
Basic Transactions

Billing and Payment

2010 and 2011

My Account 2010

My Account 2011

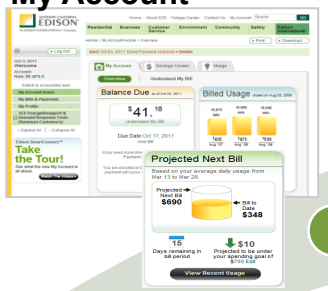


Evolution of SCE Customer Data Presentment

My Account

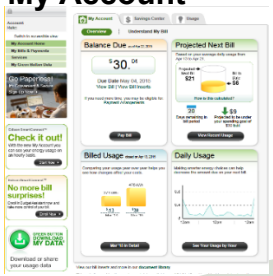
2010
Basic Transactions
Billing and Payment

My Account



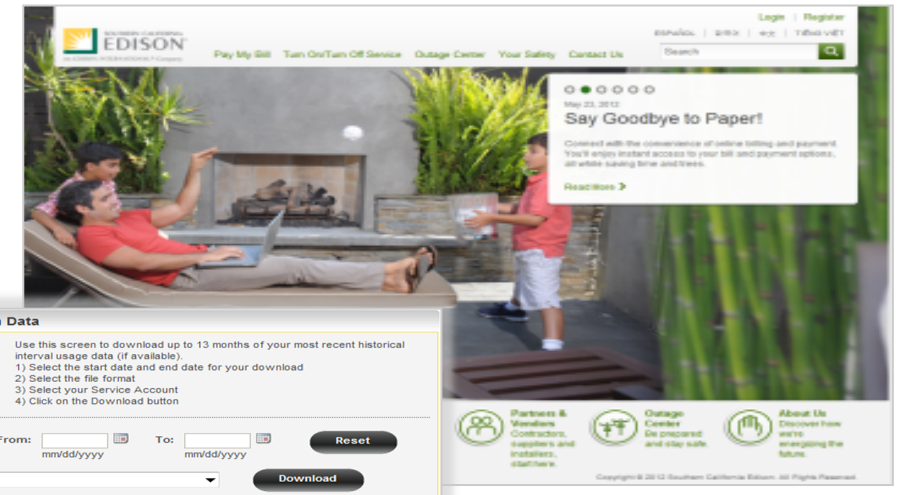
2011
Enhanced Interactions
Enhanced Billing & Payment, Customized Price, Usage and Cost Information

My Account



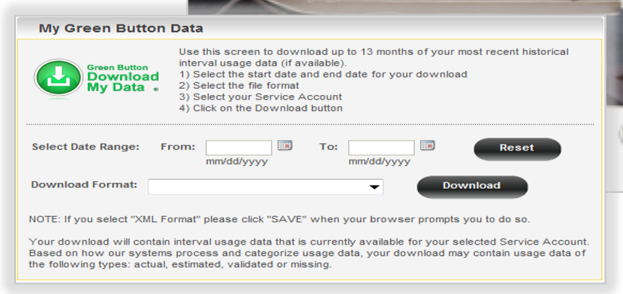
2012/2013
Expanding Engagement
Home Area Networking, Green Button, Mobile Outage Reporting and Information & Reporting, SCE.com Re-platform

2012 and 2013

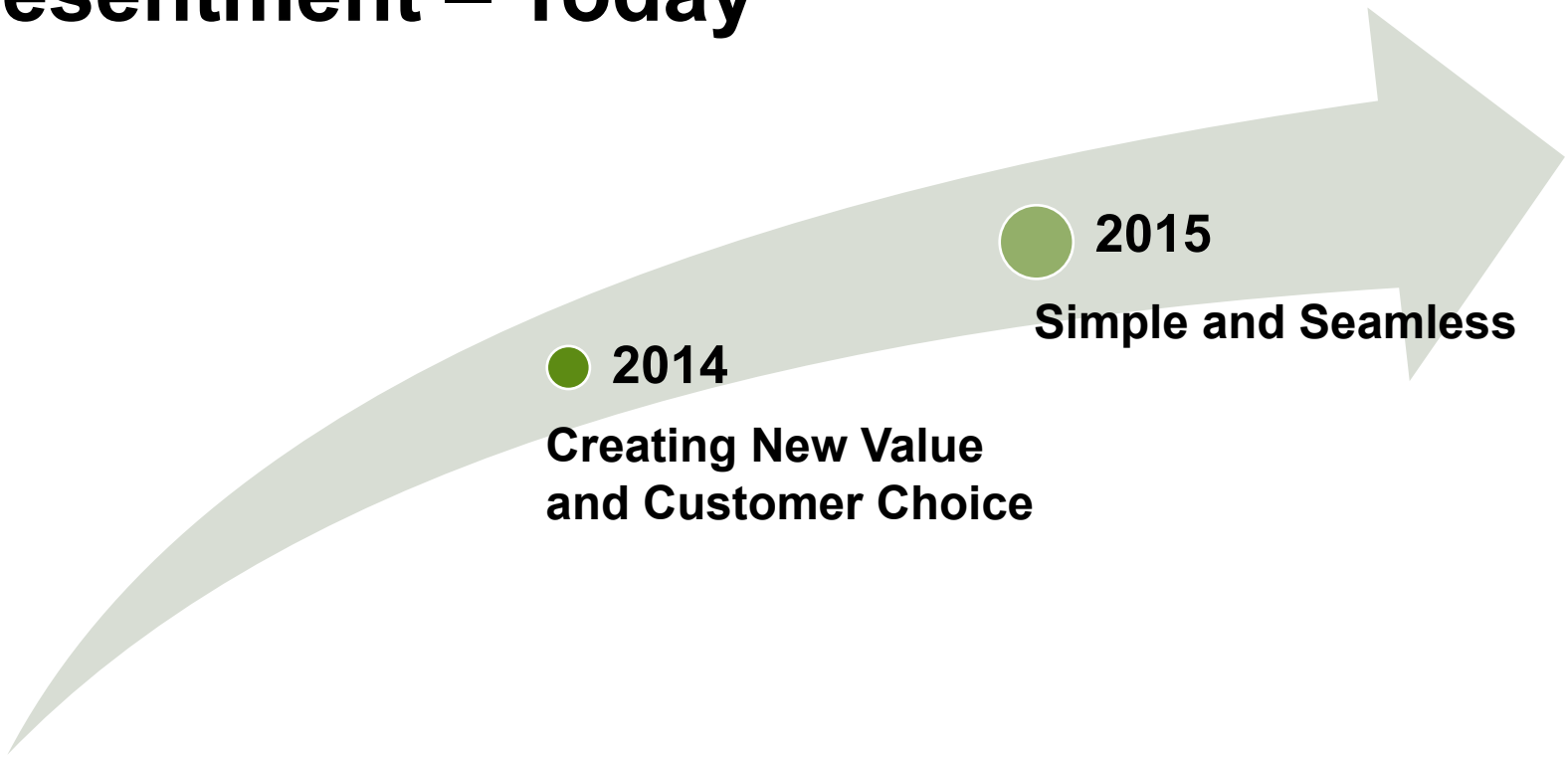


Mobile Outage

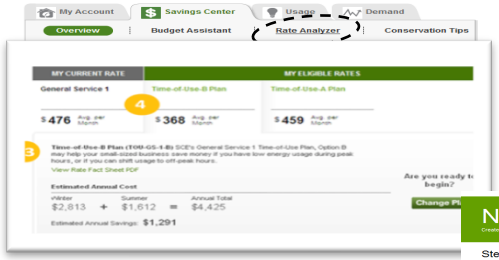
Mobile My Account

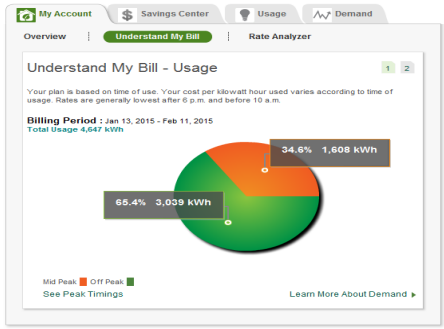


SCE Customer Data Presentment – Today

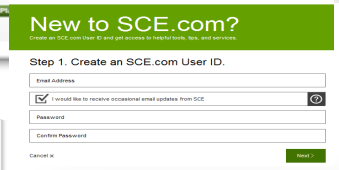


2014

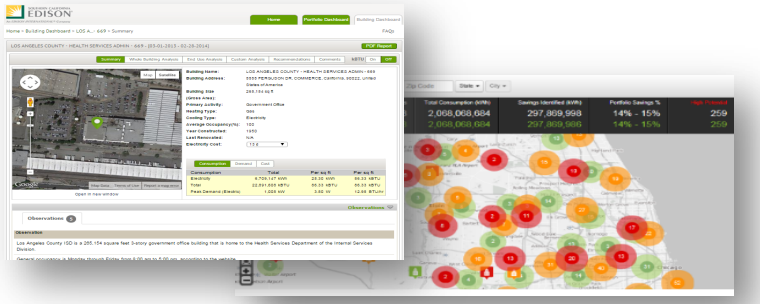




My SCE App

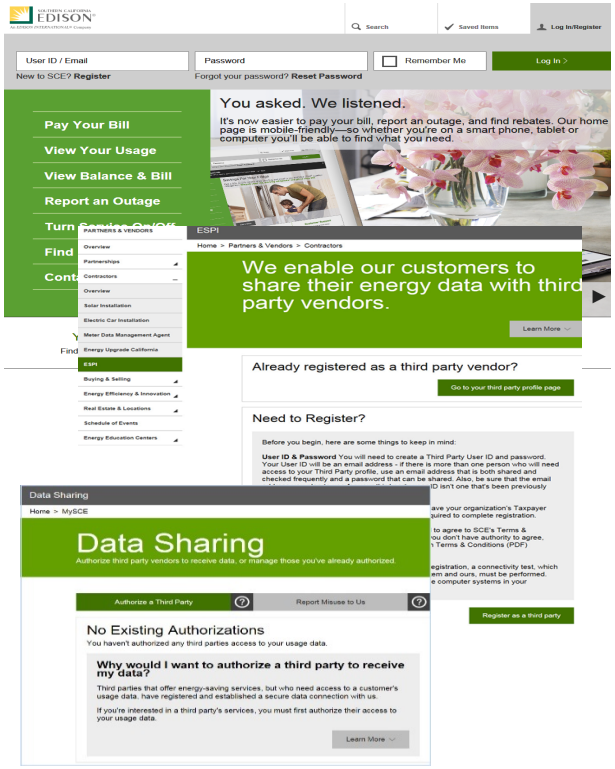


High Bill Alert



2015 and Beyond

Demand Response App



Making Energy Simple Again

Lessons Learned and Key Take Aways

- Security and privacy should always be at the top of mind
- Create moments that matter for our customers (Getting the right information, in the right way, on the right platform, at the right time)
- Adaptability and flexibility are important
- Leverage partnerships
- Scalability
- Consider technology platform and end use

QR codes handed out
that links the Idea submission
page

Thank You