

# The Power Sector is Changing

Main forces to make it happen:

- 1.The digital innovation
- 2.Shift in mindset from «me» to «we».
- 3.Connecting everything
- 4.Personalized energy



**Today's regulation is an analog system in a digital world!**



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# The Digital Electricity Grid



**The  
Integrated  
Energy  
System**

**We will get customer-centric  
business models.**

Like the Internet, the digital electricity grid serves as backbone upon which a new generation of technologies, services and business models will be built.



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# Personalized Energy

**Energy is becoming less centralized.**



**Digital tools are redesigning the customer experience.  
Customer-centric technology change the way the industry  
should think about business models.**



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# Digital sales channels will be established fast in the energy sector

It is a safe bet that some of the young customers will seek more tech-filled environment with individual apps for just everything including electricity.



“At what age can we expect him to understand digital technology?”

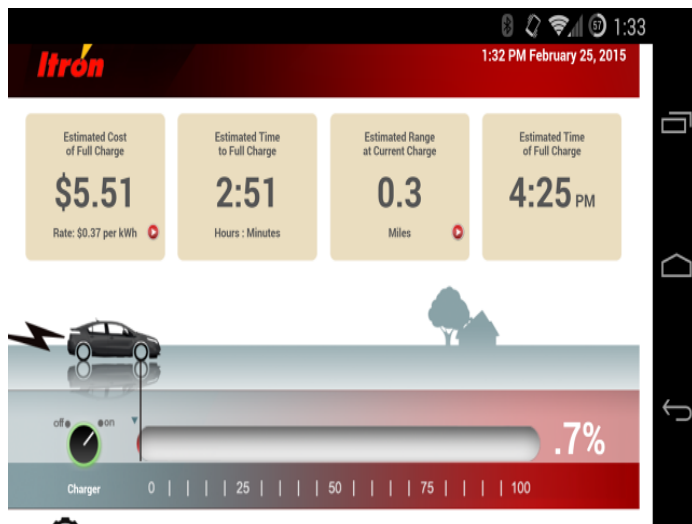
New digital players are entering both regulated and deregulated markets.



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# Main Driver for Digitalization

Everyday objects are being embedded with sensors.



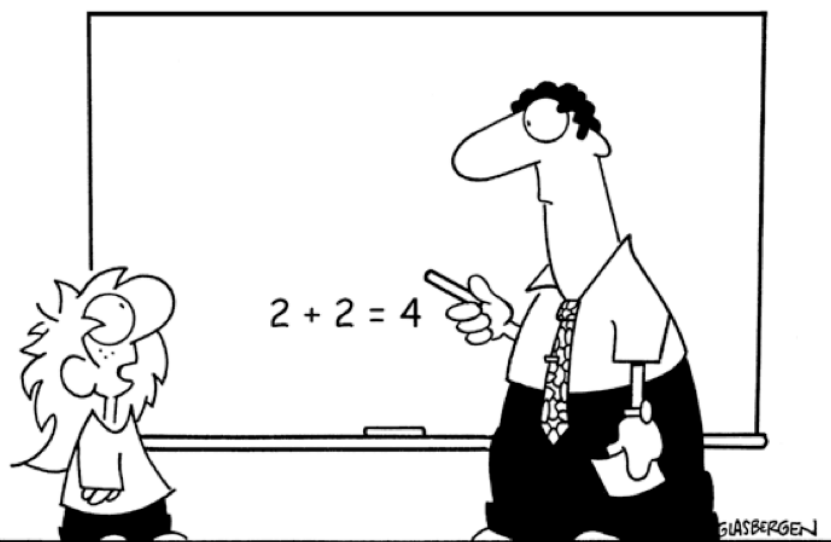
**Make data/  
information available  
for the Customer in  
real time.**

How are we going to serve EV cars in the future?  
What about “prosumers”?



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# Blueprint for Digital Fiasco



How can I trust your information  
when you are using such outdated technology?

If utilities do not effectively supply the needed digital data, other market players will identify new ways to get the data to the customer without the utility being involved.



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# We have to move from commodity driven business model to data-driven business service model.

## How to make it happen:

By developing a distributed digital platform, to create a marketplace where BRPs can compete to promote flexibility to DSOs.



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# DSOs will be marked by how they support Customer Choice and Market Activity

**How to make it happen?**

**Enabling Culture Change and Becoming a Data Driven Organization**





# The Digital DSO

## How to make it happen?

**Top management involvement**  
**Train employees in the required digital capabilities**  
**Bring on board new digital talents**

**Find suitable data analytics specialists.**

**Use the digital investment to purchase system services from the market**

