Solution Webinar: Storm Center™ – Swift Edition

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KUBRA
About KUBRA

- Single source provider of meter-to-cash and customer communication solutions
- 550 clients across North America
- 185 utility clients, including 63 of the top 100 gas and electric companies by meters
- Founded and invested in client success since 1992
- Headquartered in Tempe, AZ
Outage Map Adoption

Maps have become the gold standard

Source: 2016 Chartwell Research, n=150
Maps Top Choice for Self-Serve Information

After calling or being proactively contacted, maps are the first place customers go.

Chartwell's 2016 Residential Consumer Survey, n=1,457
Consumer Channel Preferences

- Twitter: 16% (2014), 17% (2015)
- Facebook: 20% (2014), 22% (2015)
- Chat: 0% (2014), 27% (2015)
- Online Account: 43% (2014), 42% (2015)
- Email: 48% (2014), 50% (2015)
- Text: 46% (2014), 54% (2015)
- IVR: 55% (2014), 60% (2015)

Chartwell’s 2014 Residential Consumer Survey, n=1,538 and 2015 Residential Consumer Survey, n=1,502
Not All Maps are Created Equal

What information do utility customers want on an outage map?

**WHEN?**
75% of customers want a “best guess” of when their power will be restored.

**WHY?**
57% of customers want to know the cause of the outage.

**WHERE?**
49% of customers want to know where maintenance crews have been dispatched.

*J.D. Power and Associates 2012 Electric Utility Residential Customer Satisfaction Study*
Information During an Outage is Key to Satisfaction

Overall Customer Satisfaction

<table>
<thead>
<tr>
<th>No outage information</th>
<th>Received information about outage</th>
</tr>
</thead>
<tbody>
<tr>
<td>573</td>
<td>674</td>
</tr>
</tbody>
</table>

Examples of information during outage events and power restoration procedures
- Time interruption began
- Cause of outage
- Number of customers impacted/area affected
- Length of time before power restoration
- Work crews dispatched to local area
- When to call to get update on restoration time
- Equipment repair status update
- Info on supplies and safety during outage

* J.D. Power 2015 Electric Utility residential Customer Satisfaction Study
Avista Wind Storm of 2015

- 100,000 Avista customers were without power following a wind storm on November 17, 2015
- Avista crews and mutual assistance crews worked around the clock for over a week to restore power
- The Avista outage map had more than 837,500 visits between November 17 and November 29 — nearly a third of the typical annual traffic
  - 83,000 visits per day on average
  - 61% of visits were from mobile phones
  - 9% of visits were from tablets
- 53% of the total outage reports were made using the online outage reporting tool — the highest web reporting to date
Storm Center Map Visits

KUBRA provides more outage maps than any other developer

**Sessions:**
A period of time a user is actively engaged with your website, app, etc.

**Pageviews:**
Total number of pages viewed. Repeated views of a single page are counted.

* KUBRA Data 2016

<table>
<thead>
<tr>
<th></th>
<th>Sessions</th>
<th>Pageviews</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>13,731,442</td>
<td>22,011,859</td>
</tr>
<tr>
<td>2015</td>
<td>16,487,356</td>
<td>26,545,441</td>
</tr>
<tr>
<td>2016</td>
<td>24,368,942</td>
<td>35,834,575</td>
</tr>
</tbody>
</table>

* KUBRA Data 2016
Storm Center Map Traffic

% of Traffic by Channel

- 66% of all map views are mobile
- Up to 80% of map views during outages are mobile

* KUBRA Data 2016
Introducing Storm Center - Swift Edition
Key Features

- Fully configurable outage map solution
- Robust SAAS solution for ease of use, low operating costs
- Built on 10+ years experience building industry leading outage maps
- Offers dynamic outage map optimized for websites and mobile devices
- Configurable settings allow for interface customization
- Standard data formats allow easy integration with any utility OMS
Data feed sent every X minutes:
- Outage ID
- ERT
- Service Points Affected
- Crew Status
- Cause

Data feed sent weekly:
- Service Point ID
- Latitude/Longitude

Architecture

Storm Center Platform

OMS

Service Points

Jobs / Outages

SFTP

Outage Hub

Storm Center Utility Outage Map

Google Maps

Customer Browser

Utility Administrator Browser

Multi-tenant / Highly Available / Highly Scalable Cloud Solution

Spatial Engine
Political Boundary Data
Admin Console
Deployment Process

End to end time = 6 weeks
Map Configurations Available

- **Map Views**
  - Select layers shown including outage location view, county view, and/or zip code view

- **Summary Reports**
  - Select reports shown by county/parish and/or zip code

- **Outage Information**
  - Select information shown for individual outages, clustered outages, and outages by county/zip code from a standard set of data fields.

- **Language**
  - Select English Only or both English and Spanish

- **Colors and Fonts**
  - Various options available to match utility
Summary Information and Navigation

Collapsible info box provides summary of outages and access to other tools and reports.
Summary Information and Navigation

User can select language for menu, information boxes, and alert banner.
Outages by Location
Outages by County
Outages by Zip Code
### Summary Reports by County

Outages are automatically summarized into related regions.

<table>
<thead>
<tr>
<th>COUNTY</th>
<th>CUSTOMERS AFFECTED</th>
<th>CUSTOMERS SERVED</th>
<th>ESTIMATED RESTORATION TIME</th>
</tr>
</thead>
<tbody>
<tr>
<td>CALVERT</td>
<td>3</td>
<td>31,577</td>
<td>Assessing Condition</td>
</tr>
<tr>
<td>CHARLES</td>
<td>213</td>
<td>63,974</td>
<td>Assessing Condition</td>
</tr>
<tr>
<td>PRINCE GEORGES</td>
<td>10</td>
<td>10,508</td>
<td>Assessing Condition</td>
</tr>
<tr>
<td>ST MARYS</td>
<td>22</td>
<td>52,260</td>
<td>Assessing Condition</td>
</tr>
</tbody>
</table>

*Last Updated: Dec 3 2016, 10:16 AM (Information updated every 5 minutes)*
### Summary Reports by Zip Code

**ZIP Code Report**

This screen provides a summary of outage information for each ZIP Code served.

<table>
<thead>
<tr>
<th>ZIP CODE</th>
<th>CUSTOMERS AFFECTED</th>
<th>CUSTOMERS SERVED</th>
</tr>
</thead>
<tbody>
<tr>
<td>20601</td>
<td>9</td>
<td>10,311</td>
</tr>
<tr>
<td>20602</td>
<td>90</td>
<td>11,132</td>
</tr>
<tr>
<td>20603</td>
<td>113</td>
<td>12,158</td>
</tr>
<tr>
<td>20604</td>
<td>0</td>
<td>16</td>
</tr>
<tr>
<td>20606</td>
<td>0</td>
<td>239</td>
</tr>
<tr>
<td></td>
<td>1</td>
<td>4,445</td>
</tr>
<tr>
<td></td>
<td>0</td>
<td>465</td>
</tr>
<tr>
<td></td>
<td>0</td>
<td>753</td>
</tr>
<tr>
<td>20610</td>
<td>0</td>
<td>3</td>
</tr>
</tbody>
</table>

Outages are automatically summarized into related regions.
Ad Hoc Alert Banner

Ad hoc alert banner allows the utility to post important updates.
User can select language for menu, information boxes, and alert banner
Map Header Configurations

Up to three buttons can be added to guide customers to report outages, see restoration FAQs, etc.
Admin Console Tools

- Map Alert Banner
  - Post a headline and detailed content on the map
- Custom Layers
  - Add icons showing locations of ice trucks, outreach vans, and shelters.
  - Add shaded areas to communicate ad hoc information (e.g. flooding or heavily damaged areas)
- Other Settings
  - Page Mode – Change modes to automatically redirect users to an alternate URL (e.g., a maintenance note)
  - Map update frequency wording
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