

# Empowering Data Driven Government

Gain new insights from existing data to deliver better citizen service.

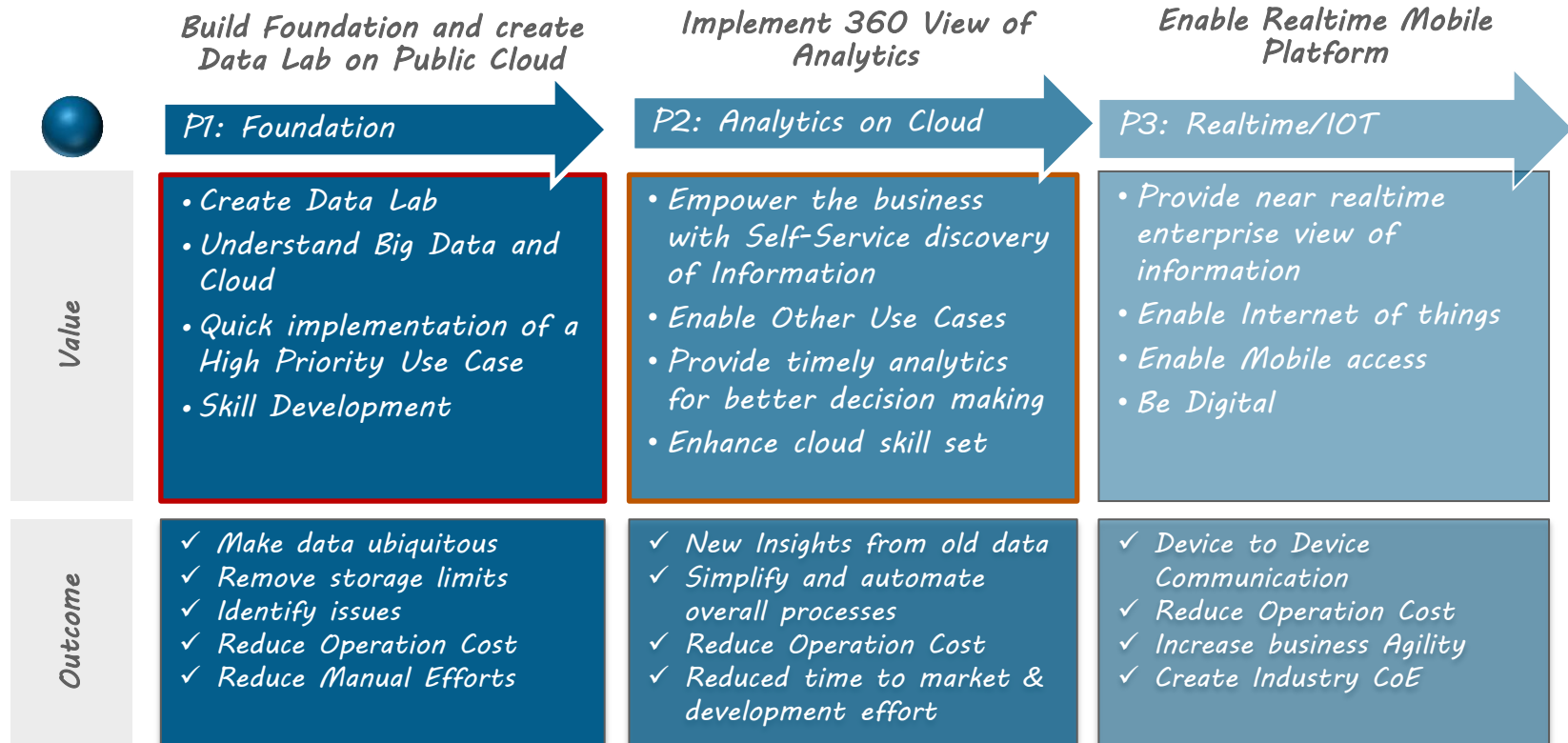
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Catherine Kendall – CIO, Department of Conservation



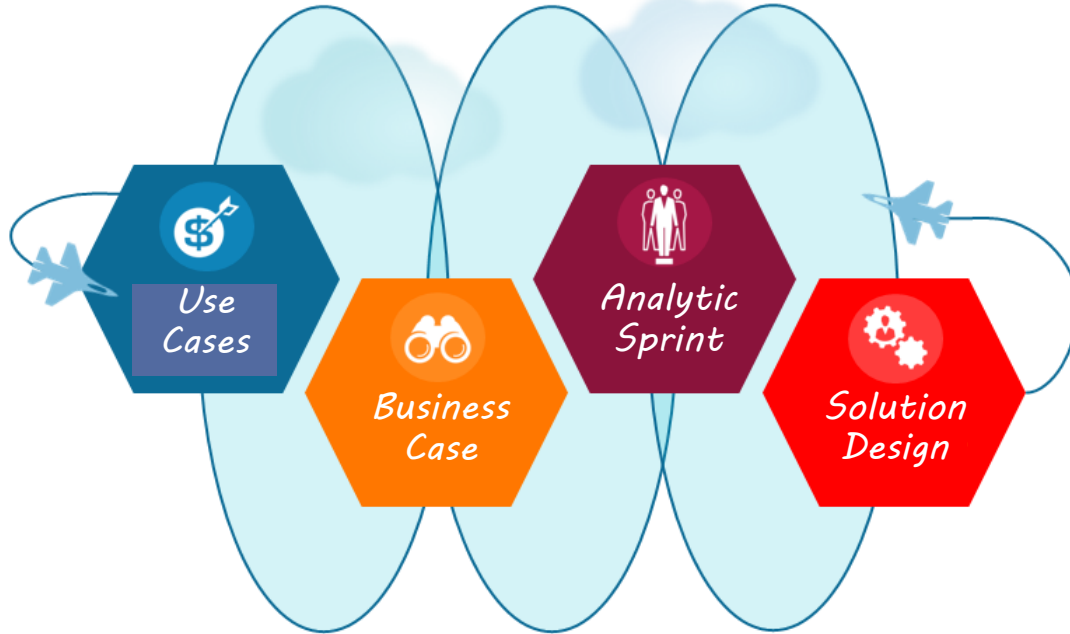
Department of Conservation

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# The Roadmap to 'Digital'



# Engagement Approach



*Iterative \* Collaborative \* Prescriptive \* Practical \* Business Driven*

*Determine how business can leverage technology to advance predictive capabilities to improve customer experience and operational performance:*

- Identify key Big Data analytic use cases*
- Define potential Business Benefits and ROI*
- Conduct an Analytic Sprint to demonstrate and prototype solution capabilities*
- Define the 'to be' Information Architecture, data requirements and implementation roadmap*

# JEA Top Three (3) Big Data Analytic Use Cases

The following big data use cases were identified as key business improvement opportunities for JEA



## *Fraud Analytics:*

*Assess current JEA residential power customers to identify potential fraudulent account activities in regard to usage.*



## *Intelligent (CS) Desktop:*

*Predict most likely next interaction (inbound call) from a customer based upon historical interactions and recent events.*



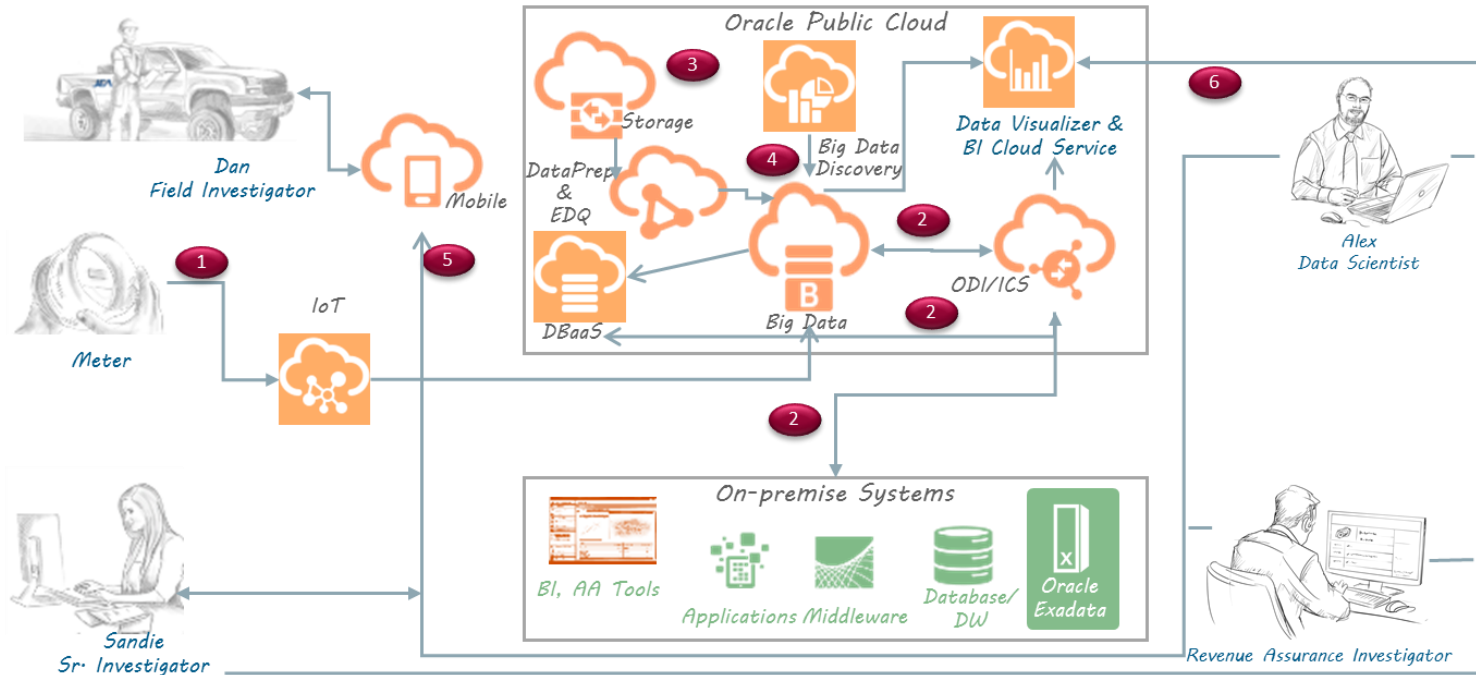
*Predictive Maintenance: Predict potential power transformer substation parts failure and preventative maintenance needs.*

Three (3) use cases were identified and prioritized based upon value and effort

Note: Account Risk Profiling was briefly discussed, but the team decided to table for now due to session time constraints

# JEA Data Analytics Platform Architecture

Enabling Data lake, **Internet of Things (IoT)** capabilities, to support enterprise Data Science teams and future strategic initiatives such as **Utility 2.0**



## Benefits to the Utility Business

- Improve fraudulent power usage detection in residential accounts by 80x viewed as very conservative Yr. 1 estimate. Rapid Payback on investment.
- Over a 3 year horizon, potential incremental revenue recovery from improved fraud detection and reduced 'false positives' ranged from \$2.9m to \$4.9m in benefits, and a 1,056% ROI
- Improve operational efficiencies in field investigations by reducing the high number of false positives

# Oracle Big Data & Data Science Advisory Services

## Links and Contact Information



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