

SSEN Digital Strategy

SUMMARY



Our digital vision is to be a progressive network owner, using digital to enhance social and economic value, deliver a leading experience for our customers and to enable the energy system to reach net zero carbon emissions.

SSEN today

A leading role in a leading group with strong digital foundations

SSEN is part of SSE, a UK-listed company that operates across the energy sector and its activities and investments contribute around £9bn to the UK economy every year. SSE has set out four Sustainable Goals to achieve by 2030, of which SSEN will play a significant part in delivering:



Cut our carbon intensity by 50%



Help accommodate 10m electric vehicles



Treble renewable energy output



Champion Fair Tax and a real wage

SSEN leads the industry in digital service

94%



Online customer satisfaction score

34 million



People reached across our social media channels

1.2 million



Customer engagement through digital channels

15K



PowerTrack app downloads

Delivering for customers and communities

Through our two licenced electricity distribution network areas, Scottish Hydro Electric Power Distribution and Southern Electric Power Distribution, we operate and invest in an essential part of the UK's electricity system, delivering power to over 3.8m homes and businesses.

SHEPD

780,000 customers' homes and businesses served

50,000 km

of overhead lines and underground/subsea cables

SEPD

3,100,000 customers' homes and businesses served

78,000 km

of overhead lines and underground cables



The Digital World

Outside of the energy sector the world is being transformed by innovative digital technologies and new business models. We see digital transformation as having four essential and interrelated components:

Business Model & Ecosystem **A**

Digital is enabling new business models to better serve existing and new customers and unlock value in new ways. Digital leaders collaborate with partners across a wider ecosystem and create new opportunities for innovation.

Customer Experience **B**

Digital apps, such as Netflix have changed customer expectations when it comes to interactions and experience. Customers now demand the same convenience, simplicity and personalisation from network operators.

Platforms & Data **C**

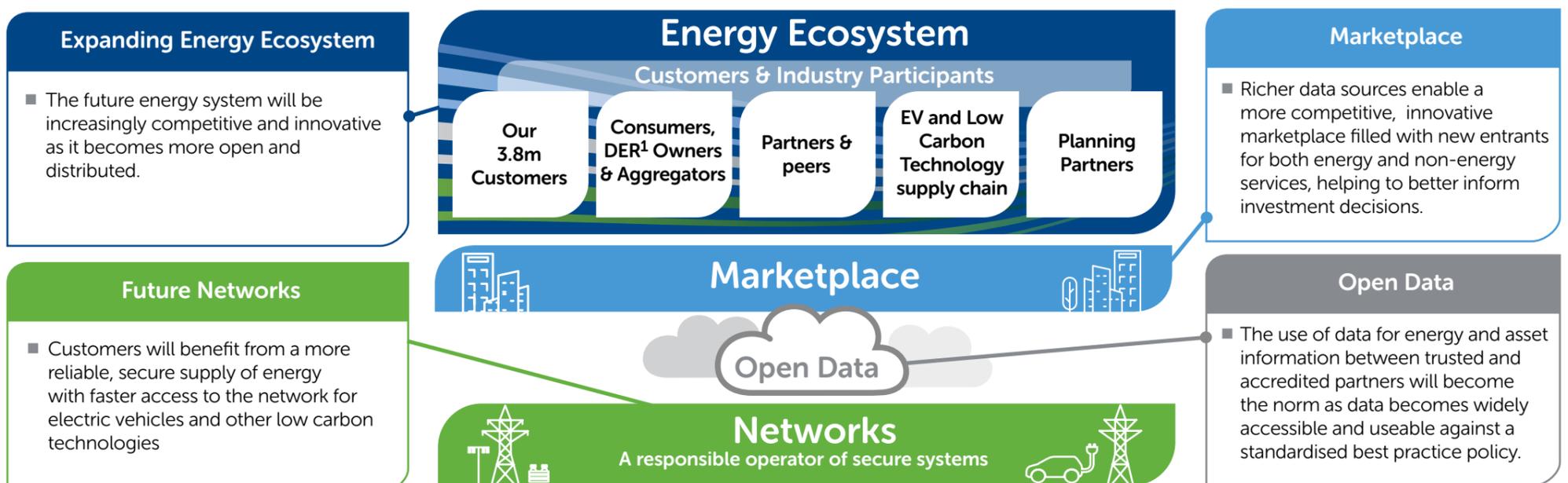
Leading digital organisations extract insights through analytics and securely share data with trusted partners. With this data they can leverage machine learning and AI to automate processes improving efficiency and customer experience.

Organisational Alignment **D**

Leading digital organisations are adapting leadership behaviours, culture and decision making to increase speed to market. They embrace "test and learn" and succeed through experimentation and collaboration in smaller, multi-functional teams.

Our Vision of the Future Energy System

In the future, the role for an energy network will be one characterised by being much closer to consumers and other network users. Through our role as a leading network operator we will continue to create value for consumers and society, encouraging competition and innovation and enabling the energy transition



1. Distributed Energy Resources (DER) - Any resource on the distribution system that produces or stores electricity or reduces consumption.

In a digitally enabled future, we will serve a broader set of needs and customer types

These are some of the customer types that we will serve in the smart, flexible energy system. Who we see as our customers will continually evolve.

<h3>Our 3.8m core Customers</h3>  <p><i>"I want reliable access to electricity to keep my home running and easy access to information"</i></p> <p>Priorities:</p> <ul style="list-style-type: none"> ■ A high quality and reliable service. ■ Convenience and ease of access. ■ A service that is affordable. ■ Meeting each individual's needs, particularly for vulnerable customers. <p>Future Digital Experience:</p> <ul style="list-style-type: none"> ■ Convenience through choice of channels (e.g. home assistants, wearables) during an outage and the option to self-serve. ■ Immediate and real-time outcomes (e.g. faster EV connection quotations). ■ Affordability through personalised propositions and service for vulnerable customers or other segments. 	<h3>Consumers, DER Owners & Aggregators</h3>  <p><i>"We need to invest in the right technologies to ensure we are relevant to our customers in the future"</i></p> <p>Priorities:</p> <ul style="list-style-type: none"> ■ Conveniently understand the potential and location of flexibility opportunities. ■ Easy on-boarding and optimisation of assets. ■ Continued support from a DSO and dedicated channels. <p>Future Digital Experience:</p> <ul style="list-style-type: none"> ■ Provides tailored network insights. ■ Enables and builds confidence in flexibility markets. ■ Provide insight to continuously improve propositions. 	<h3>Partners & Peers</h3>  <p><i>"We need to easily and securely exchange data to get innovative services to market quicker"</i></p> <p>Priorities:</p> <ul style="list-style-type: none"> ■ Easy to establish and manage supplier-buyer relationships. ■ Availability of data that is understandable and searchable. ■ Minimal low value hand-offs but also expert support. <p>Future Digital Experience:</p> <ul style="list-style-type: none"> ■ Gives context to data and is easily discoverable. ■ Provides greater intelligence from sophisticated data tools. ■ Automates core processes to lower cost and save customer time. 	<h3>EV & Low Carbon Technology supply chain</h3>  <p><i>"I need a simple way to exchange data for EV planning and more clarity on Network constraints and costs"</i></p> <p>Priorities:</p> <ul style="list-style-type: none"> ■ Interoperability of hardware and standardisation of data to enable EV charging. ■ Knowledge of current and future network constraints and costs. ■ Plan efficient investment to enable electrification of heat. <p>Future Digital Experience:</p> <ul style="list-style-type: none"> ■ Self-serve platforms that show EV sales, charging infrastructure and forward network growth. ■ Rapidly informing optimal location of charging infrastructure and assessment of EV charging points 	<h3>Planning Partners (Other DSOs, ESOs, TOs, Local Authorities)</h3>  <p><i>"I need effortless co-ordination across many parties and a single, data driven view of investment potential"</i></p> <p>Priorities:</p> <ul style="list-style-type: none"> ■ Discoverable data and openness to data sharing on a regular basis. ■ Unified and informed basis for investment planning. ■ Co-ordination of strategic planning across distribution and transmission networks. <p>Future Digital Experience:</p> <ul style="list-style-type: none"> ■ Provides the platform and tools to jointly create an optimal investment plan across the energy system. ■ Provides coordination of processes so it is easier for other Utilities to more closely co-ordinate plans.
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Scottish & Southern Electricity Networks

Our Digital Journey to be at the forefront of the future Energy system

We see our future across three branches

1 Continue to build the digital foundations

- Continue to build the critical capabilities to not just meet but exceed our obligations as a leading network operator.
- This is the right thing to do for our customers, the communities we serve and the energy system.

2 Building an Open Data future in energy

- We will intimately understand the current and evolving needs of our various customer types by building customer centric propositions.
- Champion the value of open data.
- Pilot the secure sharing of data with trusted partners to test and learn.

3 Enabling the future energy system and competition

- Enable a competitive marketplace underpinned by open data, that provides a platform for trusted partners to develop new services for our consumers and build innovative business models.

Our intent is to further develop our business across four areas

<h3>Customer & Ecosystem</h3> <ul style="list-style-type: none"> ■ Experiences that are relevant, simple, effortless and personal ■ Partnerships to source capabilities & innovative ideas 	<h3>Platforms</h3> <ul style="list-style-type: none"> ■ Platform capabilities to optimise investment decisions ■ Platforms based on open data across the energy system that are secure and resilient 	<h3>Insight & Automation</h3> <ul style="list-style-type: none"> ■ Automation of key processes ■ Data driven decision making that uses Artificial Intelligence ■ Strong cybersecurity and data privacy standards 	<h3>Organisational Alignment</h3> <ul style="list-style-type: none"> ■ Enable agility through multi-functional teams with leaders empowering a test and learn culture
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Open to you

SSEN appreciates all stakeholder feedback and we would welcome your views on our new Digital Strategy. Please respond using this link:



Digital feedback survey
www.ssen.co.uk/DigitalFeedback/