SSEN Digital Strategy

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

Delivering for customers and communities

Through our two licensed 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

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

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.

Expanding Energy Ecosystem
The future energy system will be increasingly competitive and innovative as it becomes more open and distributed.

Future Networks
Customers will benefit from a more reliable, secure supply of energy with faster access to the network for electric vehicles and other low carbon technologies.

Energy Ecosystem

Customers & Industry Participants

Our 3.8m Customers

Consumers, DER1 Owners & Aggregators

Partners & peers

EV and Low Carbon Technology supply chain

Planning Partners

Marketplace
Richer data sources enable a more competitive, innovative marketplace filled with new entrants for both energy and non-energy services, helping to better inform investment decisions.

Open Data
The use of data for energy and asset information between trusted and accredited partners will become the norm as data becomes widely accessible and useable against a standardised best practice policy.

Open Data

Networks
A responsible operator of secure systems

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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.

### 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

- **Customer & Ecosystem**
  - Experiences that are relevant, simple, effortless and personal
  - Partnerships to source capabilities & innovative ideas

- **Platforms**
  - Platform capabilities to optimise investment decisions
  - Platforms based on open data across the energy system that are secure and resilient

- **Insight & Automation**
  - Automation of key processes
  - Data driven decision making that uses Artificial Intelligence
  - Strong cybersecurity and data privacy standards

- **Organisational Alignment**
  - 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](https://www.ssen.co.uk/DigitalFeedback/)

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