

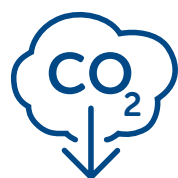
SSEN Digital Strategy

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

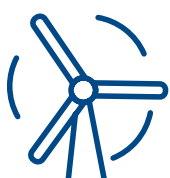
SSEN is part of SSE, a UK-listed company that operates across the energy sector and its activities and investments contribute around £9bn to the UK economy every year. SSE has set out four Sustainable Goals to achieve by 2030, of which SSEN will play a significant part in delivering:



Cut our carbon intensity by 50%



Help accommodate 10m electric vehicles



Treble renewable energy output



Champion Fair Tax and a real wage

SSEN leads the industry in digital service

92%



Online customer satisfaction score

34 million



People reached across our social media channels

1.2 million



Customer engagement through digital channels

1 million



PowerTrack app visits and 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

782,536 customers' homes and businesses served

49,405km

of overhead lines and underground/subsea cables

SEPD

3,092,275 customers' homes and businesses served

77,998km

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 both existing and new customers and stakeholders, unlocking 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**

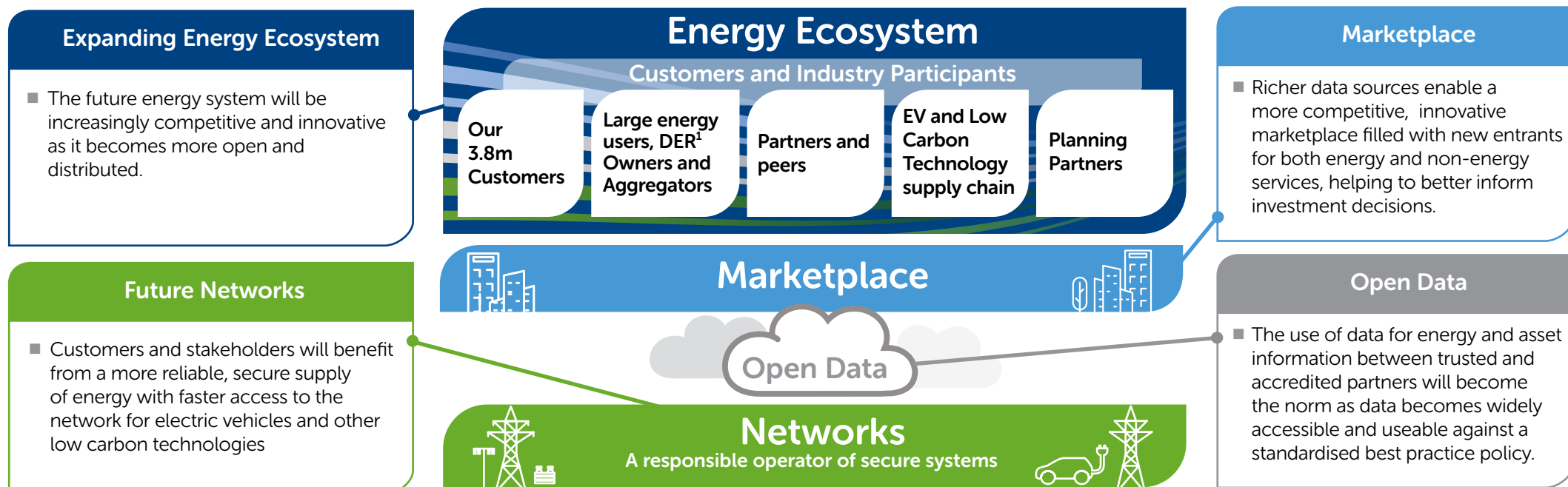
Leading digital organisations extract insights through analytics and securely share data with trusted partners. With this data they can leverage machine learning and artificial intelligence to automate processes improving efficiency and customer experience.

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.

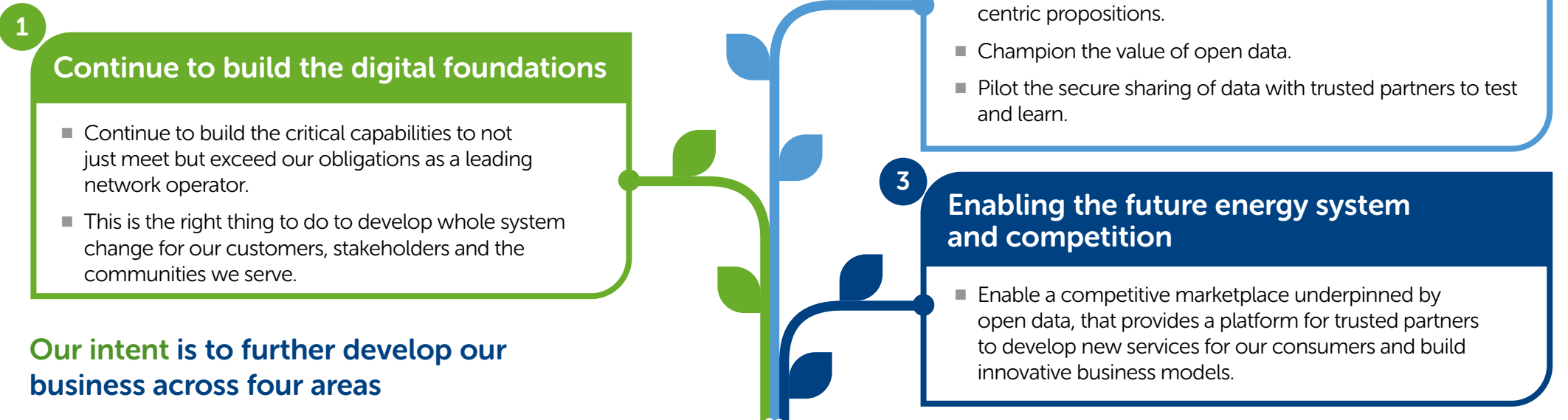
In a digitally enabled future, we will serve a broader set of needs and customer types. These are some of the customers and stakeholders that we will serve in the smart, flexible energy system. Who we see as our customers will continually evolve.

<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 Consumers. <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 Consumers or other segments. 	<h3>Large Energy Users, DER Owners and 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"> Tailored network insights. Enable and build confidence in flexibility markets. Provide network and market insight to continuously improve propositions. 	<h3>Partners and 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. Enabling innovation and co-creation <p>Future Digital Experience:</p> <ul style="list-style-type: none"> Context to data and is easily discoverable. Provide greater intelligence from sophisticated data tools. Automate core processes to lower cost and save customer time. 	<h3>EV and 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 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 and Policy Makers</h3> <p>(Other DSOs and IDNOs, ESOs, TOs, GDNs, Local Authorities, ICPs, Policy Maker, Regulator)</p> <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 whole system planning across Distribution and Transmission networks. <p>Future Digital Experience:</p> <ul style="list-style-type: none"> Provide the platform and tools to jointly create an optimal investment plan across the energy system. Provide coordination of processes so it is easier for other utilities to more closely co-ordinate plans.
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Our Digital Journey to deliver the most resilient and best value network

We see our future across three branches



Our intent is to further develop our business across four areas

<h3>Customer and 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 and Automation</h3> <ul style="list-style-type: none"> Automation of key processes Data driven decision making that uses Artificial Intelligence Strong cyber security 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 Develop the internal capabilities we need to succeed
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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/

Read our full Digital Strategy and Digital Action Plan

www.ssen.co.uk/DigitalStrategy/

