Siemens PTI Welcomes Smart Grid Consulting
A new consulting offering will help utilities transform to the “Utility of the Future”

The Smart Grid Consulting Practice officially joined Siemens PTI on October 1, 2013. As the North America Head of Smart Grid Consulting, I am personally very excited to introduce to Siemens PTI and its clients our successful global Smart Grid Consulting portfolio.

The Smart Grid Consulting practice has products and services that are focused on assisting utilities to adapt and transform to the needs of the customer, industry requirements, technologies, the market, and the people and processes that make them effective. Our team of strategy consultants has an array of experience and tools to help utilities successfully navigate a Smart Grid journey. A common starting point is to use our framework to define the “integrated strategy” to align strategic organizational possibilities and design new business models to keep up with the constantly changing energy industry.

One of the Consulting Practice’s missions is to help utilities design an achievable Smart Grid vision and strategy that is truly optimized to the needs of the utility and its customers. We use Siemens’ Smart Grid Compass™ to align the smart organization that is focused on a clear understandable and achievable vision, with an optimized business case and plan. The Compass framework enables utilities to define in their own terms what being the “utility of the future” truly means.

![Figure 1 – The Five Compass Smart Grid Domains](image)

The Compass objective is to help utilities determine their current position (where they are today), future goals and objectives (where they want to be), and develop detailed plans on how to achieve their goals and objectives (how they are going to get there). It provides a structure to answer questions like:

- Where do we start?
- What is our strategy?
- What is our investment focus?
- How can we measure success?
- What technologies do we need?
- What steps are required?
The outcome of Compass is a clear Smart Grid vision, strategy and plan aligned around the business objectives and built on the utility capability requirements. In addition, Compass accounts for the necessary enablers across technologies, business processes and the transformation needed to enable delivery of the vision and strategy.

Once the destination and the route are clear, our practice has the expertise to help “navigate” the waters to successful strategy enablement. Our consultants are experienced with assisting utilities to transform in this continually evolving industry; we are skilled in successfully navigating the sometimes stormy waters. We are proud of our Center of Competence in Fredericton, New Brunswick, Canada where we are doing just that - helping New Brunswick Power (NBP) navigate to the “utility of the future”.

This transformational program was designed using Siemens Smart Grid Compass and is a testament to the value of our Smart Grid consulting portfolio. The partnership with NBP will work towards reshaping and modernizing the New Brunswick electricity system, striving to revolutionize the way customers view electricity consumption and provide these customers with new services and many other benefits.

To learn more about what challenges Compass responds to, what Siemens Compass is, or why Siemens is the best choice, please contact Jonathan Horsman at jonathan.horsman@siemens.com to discuss how the Smart Grid Consulting Practice can help you and your utility clients.

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