



An investment approach to CDR

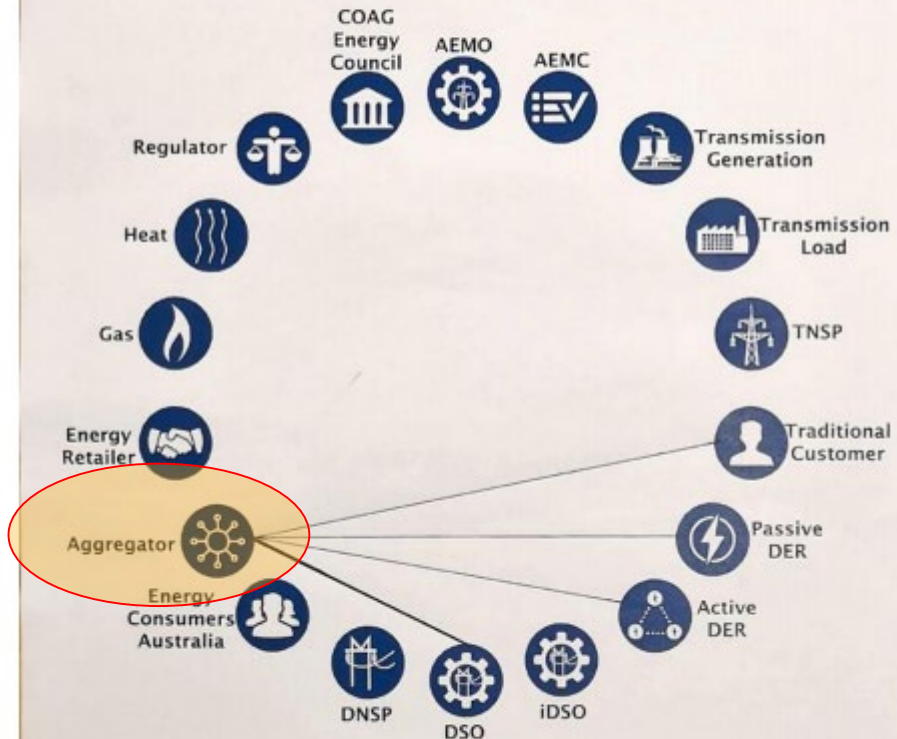
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Communications-driven actor-relationship

Framework:	Single Integrated Platform
Function:	Distribution Constraints Management
Activity:	DER Engagement



Multiple, meshed relationships can mean:

- *Overlapping responsibilities*
- *Competition for the declining customer dollar*
- *Retailer / distributor / aggregator tension*

Challenges ...

1. The rise of the Aggregator – measures and performance ?
2. There is so much customer data already 'in the wild', is this caught in the privacy obligations, and at what cost ?
3. What is the CDR business case ?
 - who is paying ?
 - What are the risks to the benefits, and how can they be mitigated ?
4. Are we 'double counting' the benefits ? (PoC, Tariff Reform)

THE AGE OF SURVEILLANCE CAPITALISM

—
THE FIGHT FOR A
HUMAN FUTURE
AT THE NEW
FRONTIER OF POWER

—
SHOSHANA
ZUBOFF

- 'A new economic order that claims human experience as free raw material for hidden commercial practices of extraction, prediction and sales" (Zuboff 2019)
- 'Behavioural prediction markets' entail predicting consumer behaviour for targeted advertising and new services
- Google Nest thermostat entails over 1000 contracts and privacy agreements (Queen Mary University Legal Studies research paper no. 219/2016)
- Energy data can support targeted advertising inside the home delivering convenience and service to customers

At a recent CEO forum, the leader of one of Australia's largest utilities said :

“Our industry is now so fragmented, with so many overlapping responsibilities and opportunities.

One of the casualties of the disruption is that we are *not sure who our customer is any more* ”



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