

Devrim Celal

Chief Flexibility and Marketing Officer, Kraken

Join Devrim Celal to explore how technology, transparency, and bold innovation can turn climate action into a catalyst for growth and resilience—redefining energy for a greener future.



Moderated by:

Datin Seri Sunita Rajakumar

Founder, Non-Independent Director,
Member of Council, CGM



We create the **technology that redefines utilities and unlocks the new energy systems of the future**

We aim to **improve lives of over ONE BILLION people within a decade**



The energy system is undergoing major

Old world



Unidirectional
Centralized
Dispatchable
Static

New world



Bi-directional
Distributed
Intermittent
Volatile

Sources:

1. BNEF

Generation point increase since 2010

500x

Low carbon consumer device growth by 2030¹

5x

Data center load growth by 2030²

2x



Utilities are trapped by outdated technology

Old, disjointed, not meeting modern needs ... extremely difficult to change

29 years average age of US CIS¹

Dozens of disjointed systems

2x maintenance costs increase since 2020²

Chances of success with SAP are only 50-50

Companies can spend millions, but half of SAP projects fail because there is no connection between the implementation and the original business case

ComputerWeekly.com

National Grid software debacle will cost \$1B

UTILITY DIVE

SAP upgrade wipes out Npower profit

DecisionMarketing

NV Energy CEO Resigns Amid \$17M Overbilling Scandal

British Gas Business to pay £9.5 million for customer service failings

ofgem

NEVADA

"My tech stack limits my ability to dream" ~ Prospect CEO

Source:

1. AEIC - CIS Strategy White Paper (2017):

Kraken operating system is reshaping the utility industry

Replacing dozens of legacy systems with one end-to-end modern operating system

AI+Data Native

Cloud Native

CI/CD - 10min

Open
Products
Kraken
Operating System

100s of APIs & integrations | Marketplace | 3rd party Embed Apps



Customer Management Products

Residential | C&I | Distribution | Water | Telco



Optimization Products

Flexibility management | Field operations

Platform Core Engines

- Visual product builder
- Data analytics
- In-app interoperability
- ML Portfolio Optimizer
- Low-code flow designer
- Whitelabel app / site SDK
- Communication layer
- Embedded 3rd app UX
- Fintech layer

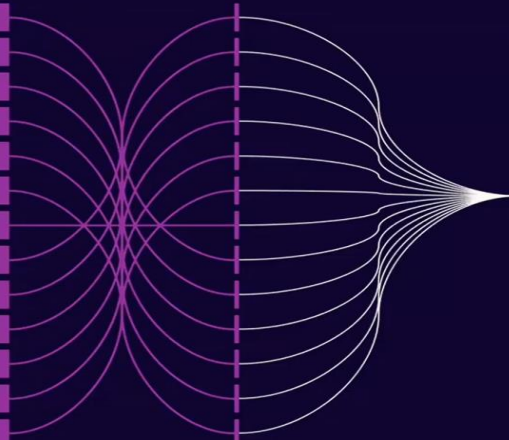
Unified data model 360 view for customer & assets

Interoperability layer for country local energy markets & regulations

Migration system via continuous cohort based development & migrations

Kraken combines 30+ applications in one

- Basic CIS
- Data in different formats and places
- Separate CRM
- Multiple communication vendors
- Call Center Management
- Separate Meter Data Management
- Hard-coded products management
- Siloed & excel-based sales & marketing
- Market compliance as a manual process
- Batch, multi-annual migrations
- Separate pilots for demand response
- Assets not used for trading and grid
- Excel-based field operations



KRAKEN

Single platform

Agile, updated every 10min

360° customer view

Unified Data Model with embedded AI

Rich functionality

Delivering utility-grade technology

... with the resilience of the grid and agility of the cloud

Industrial

Utility

Consumer

KRAKEN

a

Resilience and reliability

Consumer centric, responsive, adaptive, and agile

Data gravity enables utility-grade AI at scale

Processing 10k+ tables per hour compared to 20-50 tables per hour

Customer Data	Consumer devices	Generation Assets
Updated every hour	Updated up to every 10 seconds	Updated up to 20x per second
- Customer profile - Customer communications - Billing, payments and debt - Metering and usage - Wholesale prices & volumes	- Asset profile - Consumer preferences - Telemetry (power, state of charge, location, etc) - Market prices & volumes	- Asset profile - Telemetry (active & reactive power, state of charge, frequency, etc) - Market & service prices

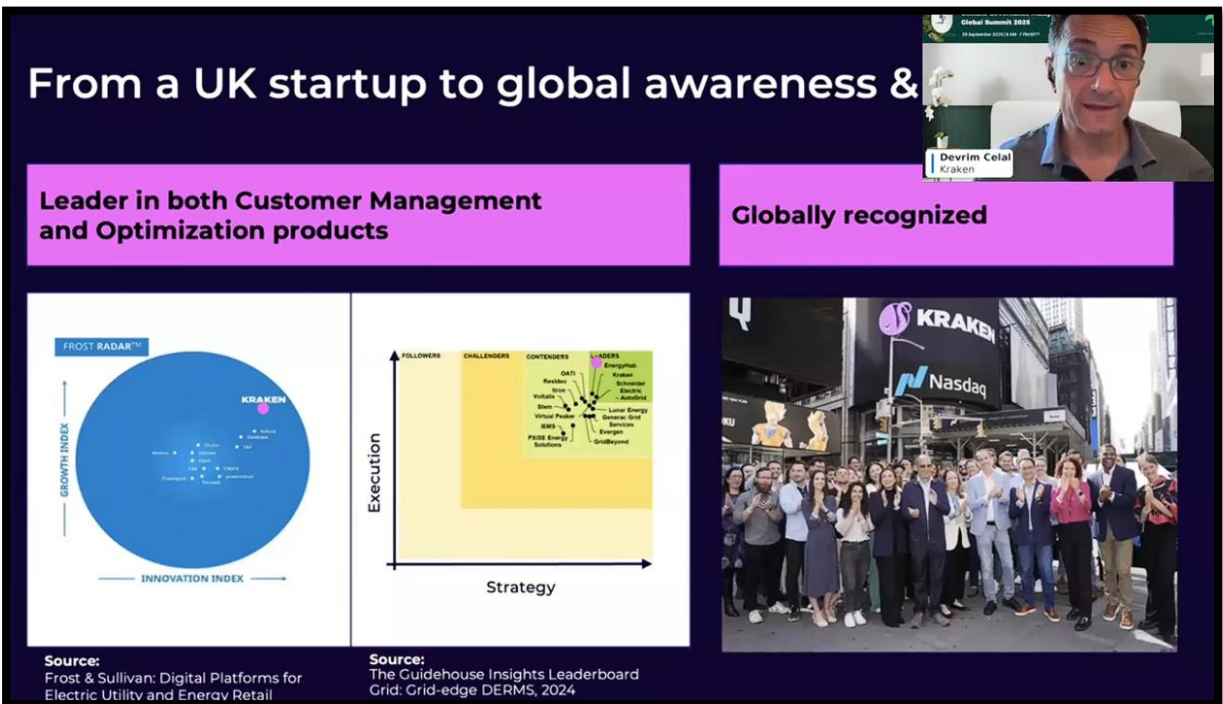
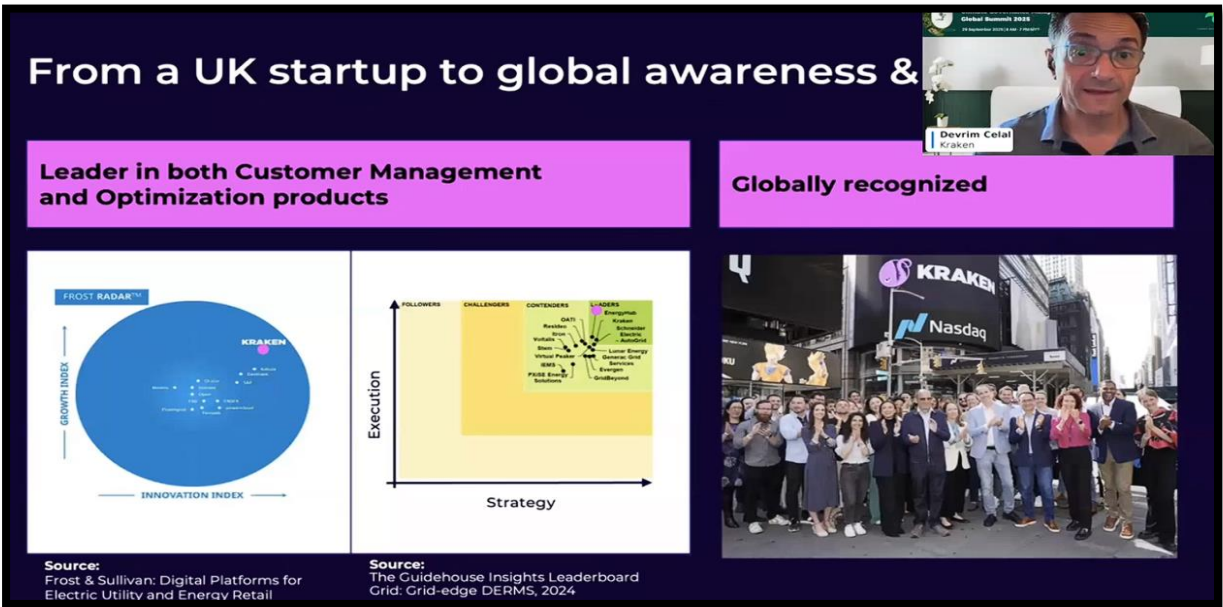
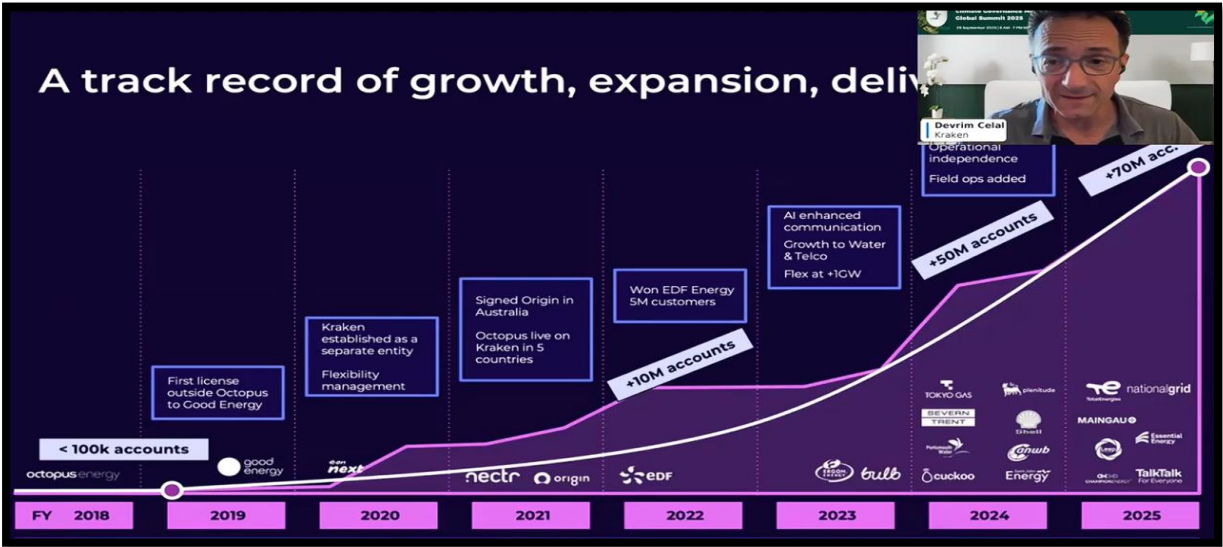
AI Leadership

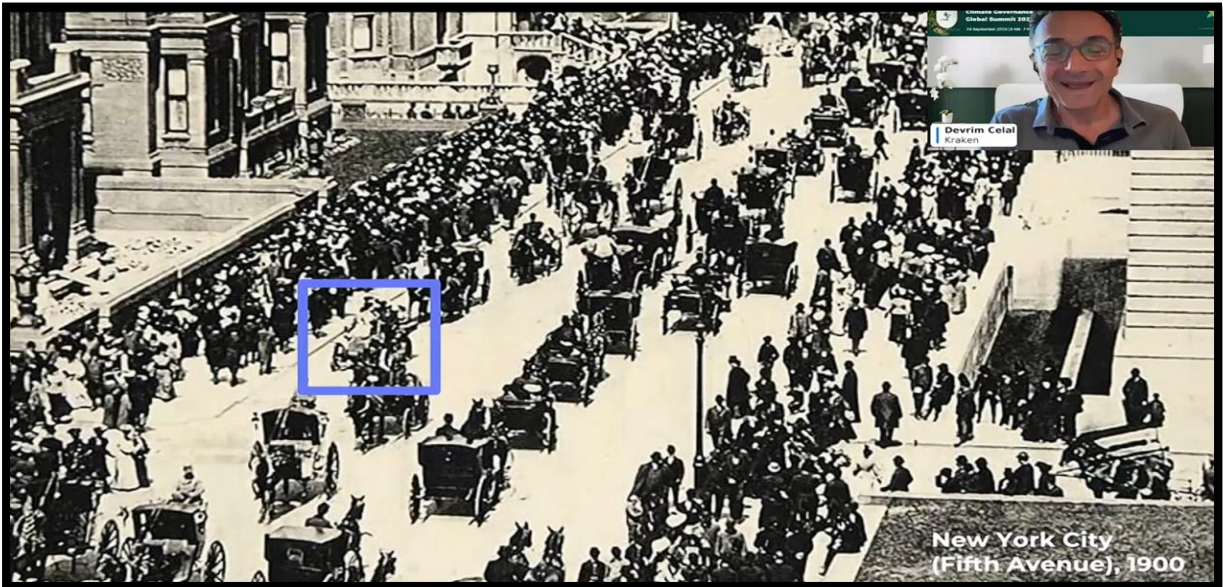
Data breadth & depth × Deep utility expertise × Real-time action feedback loop

Proven AI delivering value, over 3+ years

Agentic autonomous customer service	Device & network optimization	Personalized actions with ML segmentation
1M AI-generated messages/month 85% without edits 15% - 30% operational efficiency gains 20% CSAT and ESAT lift	300,000+ assets continuously optimized for multiple constraints to achieve: - Consumer preferences - Economic value - Congestion management	- Customer marketing segmentation - Intent analysis - Debt collection outreach targeting optimization

Unified data model across entire utility - updated in batch and real time vs dozens of historical models stitched together unsuccessfully







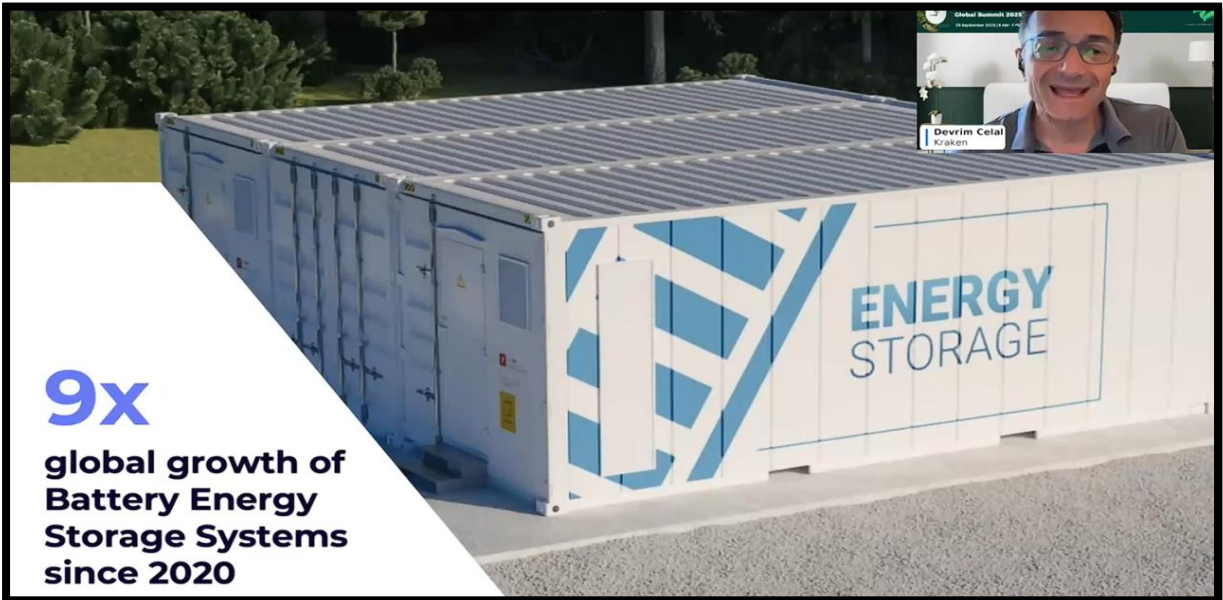
\$184
billion invested
by consumers
in electrification



1 in 4
U.S. car sales
in 2025 will be
EVs or hybrids



50%
of rooftop solar
installations in
California were
paired with batteries



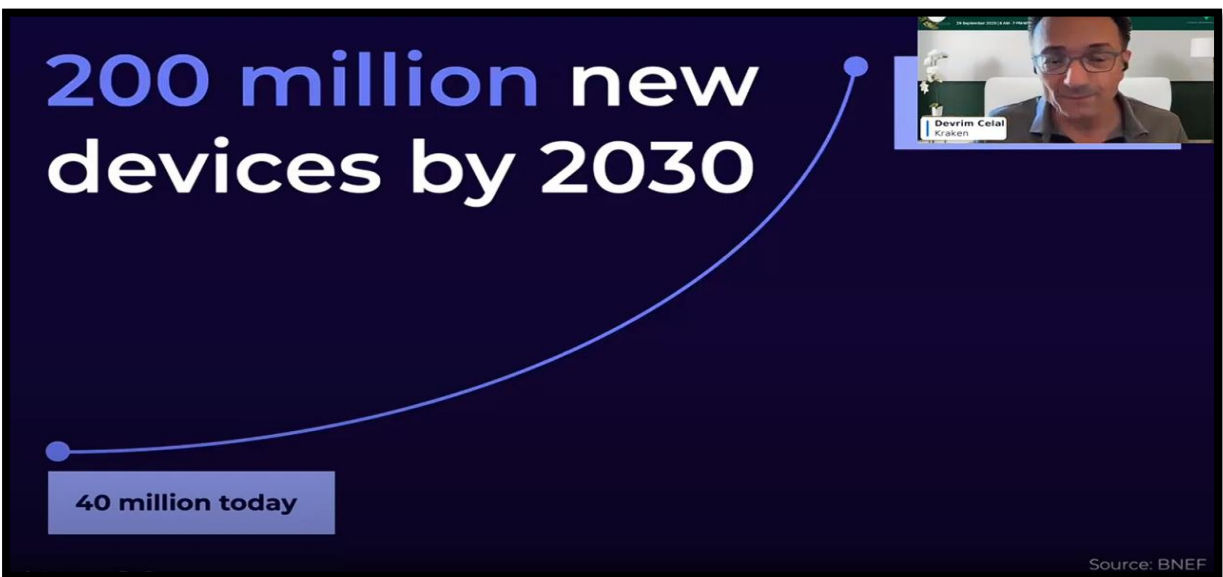
9x
global growth of
Battery Energy
Storage Systems
since 2020

Global Summit 2025
19 November 2024 14:00 (UTC+3)
Devrim Celal Kraken



+90%
renewables share
of new generation
capacity

Global Summit 2025
19 November 2024 14:00 (UTC+3)
Devrim Celal Kraken



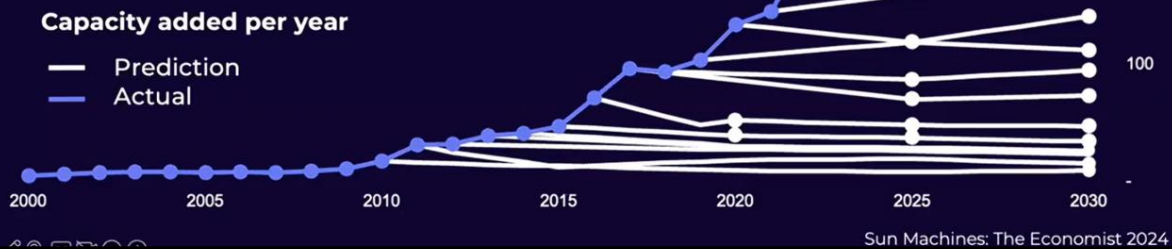
**200 million new
devices by 2030**

40 million today

Global Summit 2025
19 November 2024 14:00 (UTC+3)
Devrim Celal Kraken

Source: BNEF

On average
installations have
been **3x higher than**
five-year forecasts

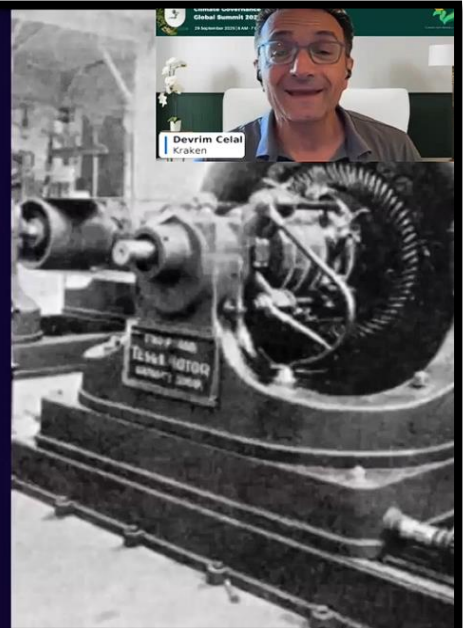


We're all aware of
the risks of not
managing
this growth
properly



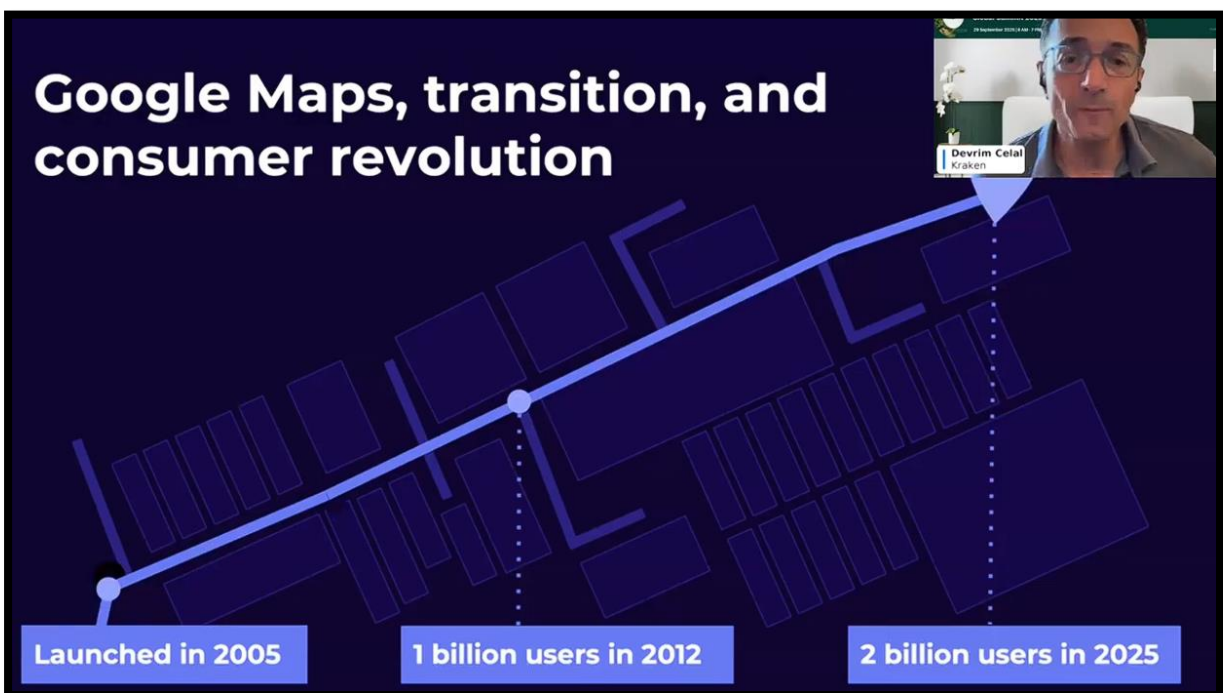
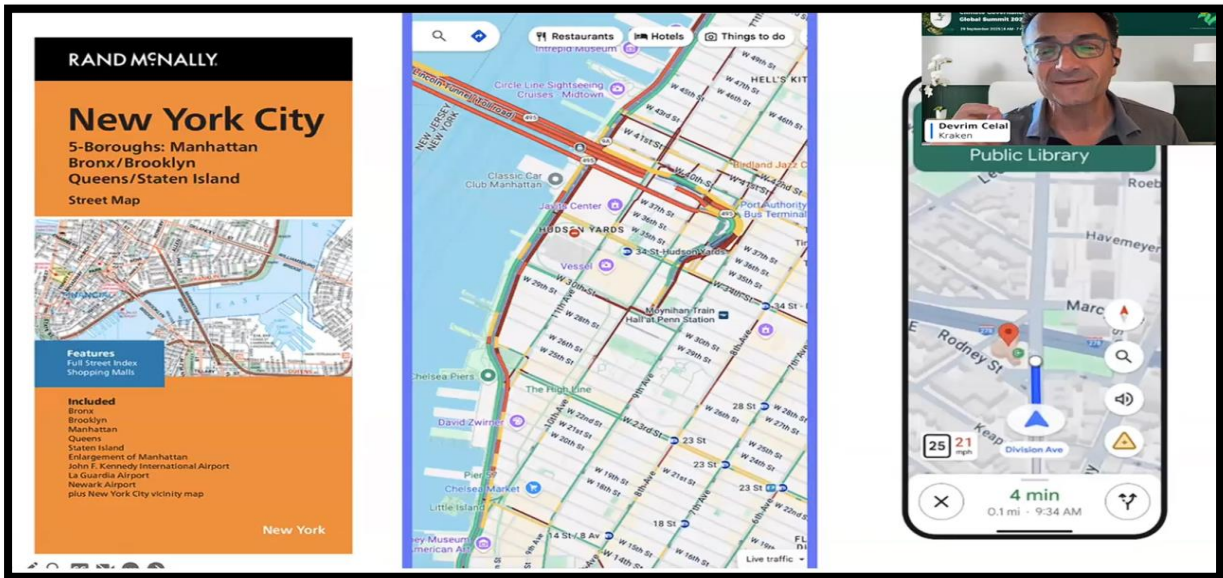


Electric generator 1894



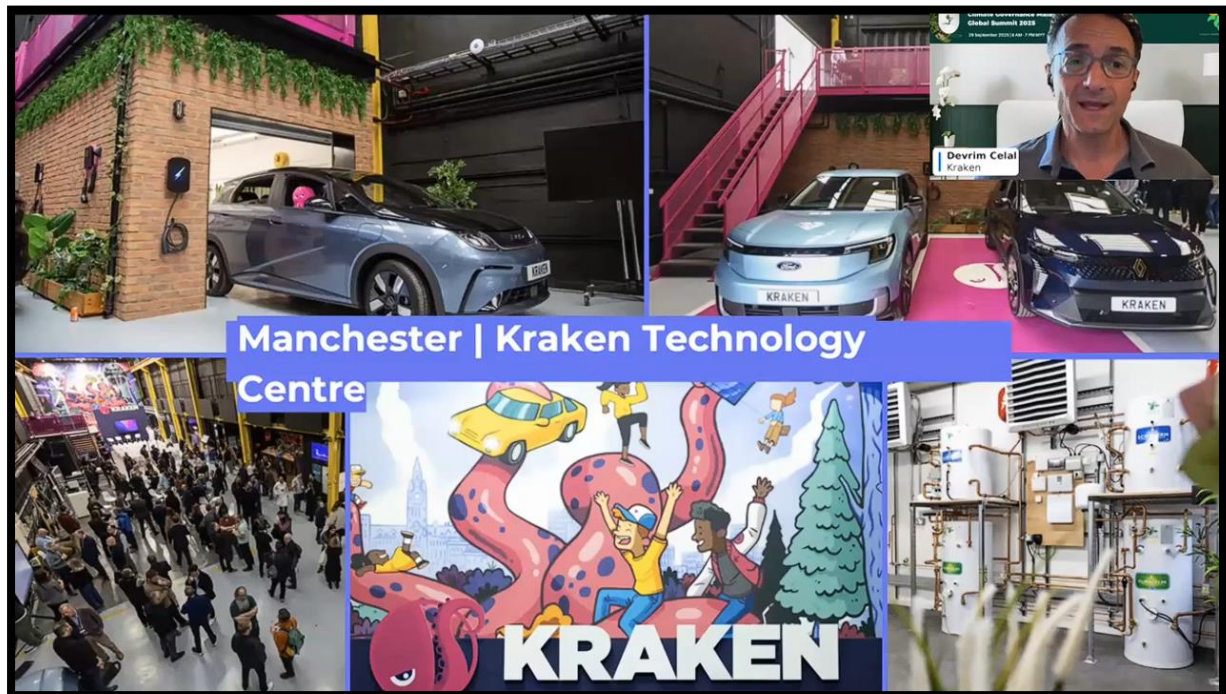
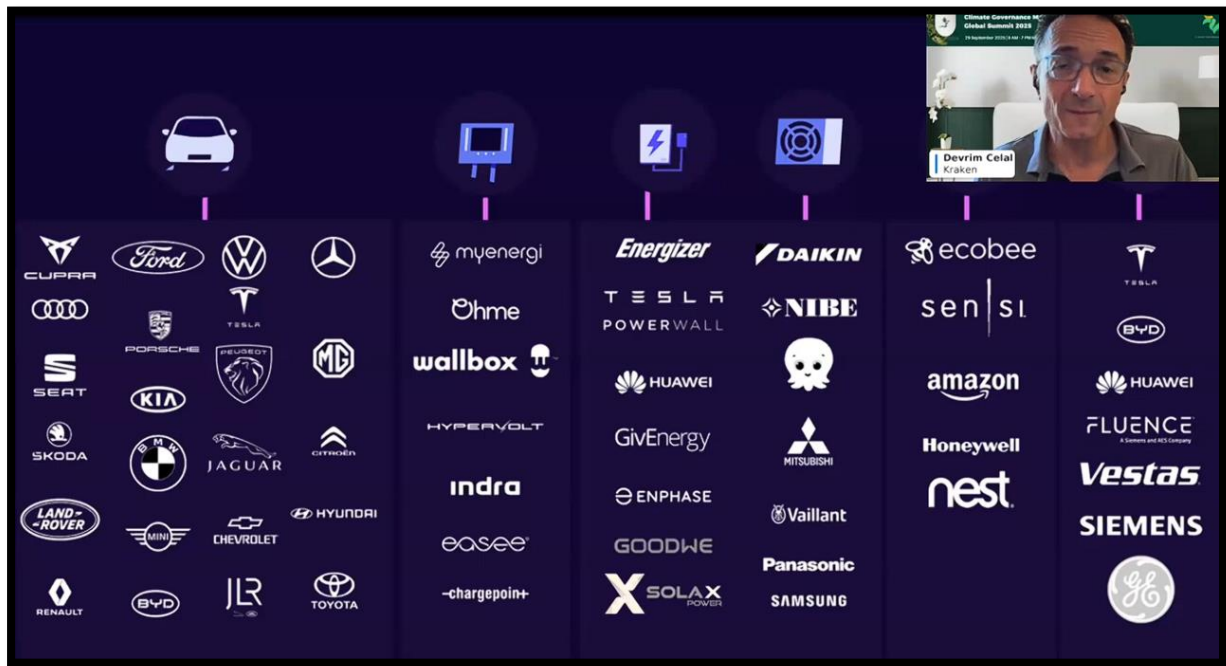
But the **real change**
started with the
mobile era





How is Kraken helping solve these problems

The slide has a dark blue background with a large white triangle on the right side. The text 'How is Kraken helping solve these problems' is written in white and blue. A small inset image of Devrim Celal Kraken is visible in the top right corner.



Bluetooth of energy



2. Delight customers



**First
impressions**



**Offer they
can't refuse**



Fancy weekly freebies and offers?

Coffees, cinema tickets and family days out. **Octopus** rewards are available for smart meter customers.

Book your EV charger appointment

Global Summit 2020

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Your energy account

Your balance

£0

You are paying a **variable amount** depending on your usage. You might like to set up a regular payment amount.

Your energy

Submit a meter reading >

Change my tariff >

Book your EV charger appointment

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< Previous 7 Days

From Monday 2 June

Next 7 Days >

Only 25 appointments left

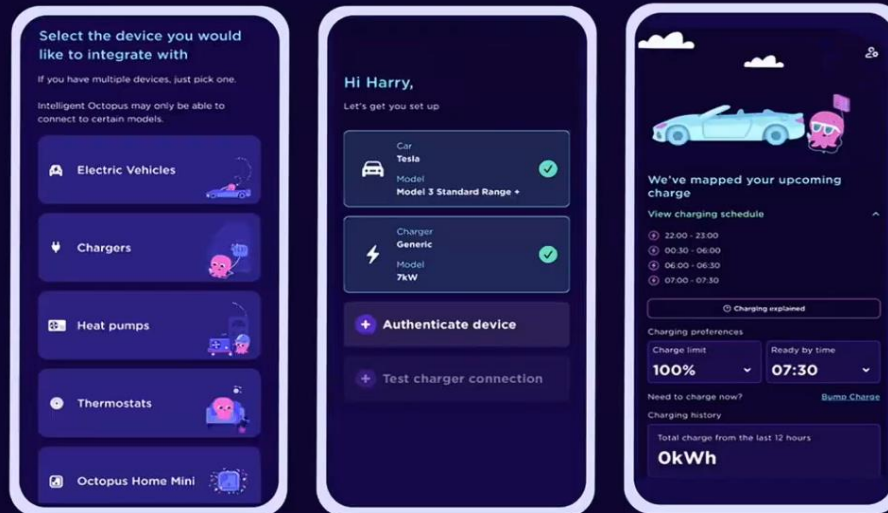
Mon 2 Jun	Tue 3 Jun	Wed 4 Jun	Thu 5 Jun	Fri 6 Jun	Sat 7 Jun	Sun 8 Jun
Fully Booked	Fully Booked	8am-12pm	8am-12pm	8am-12pm	8am-12pm	Fully Booked
Fully Booked	Fully Booked	Fully Booked	12pm-5pm	12pm-5pm	12pm-5pm	Fully Booked
8am-5pm Last spot!	8am-5pm	8am-5pm	8am-5pm	8am-5pm	8am-5pm	Fully Booked

Reserve my slot

Cheap range when I need it

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Next generation smart tariffs enabling consumer



So far

#1

VPP in the world

570k+

devices on Kraken

6.2GW

Dispatchable power

15bn

packets of data
per day

20%

productivity gain
on field operations

1.4m+

tonnes of CO2 saved



3.

Digitize networks



4. Optimize everything



Optimizing for all objectives

