



Transmission Marketing Systems Overview

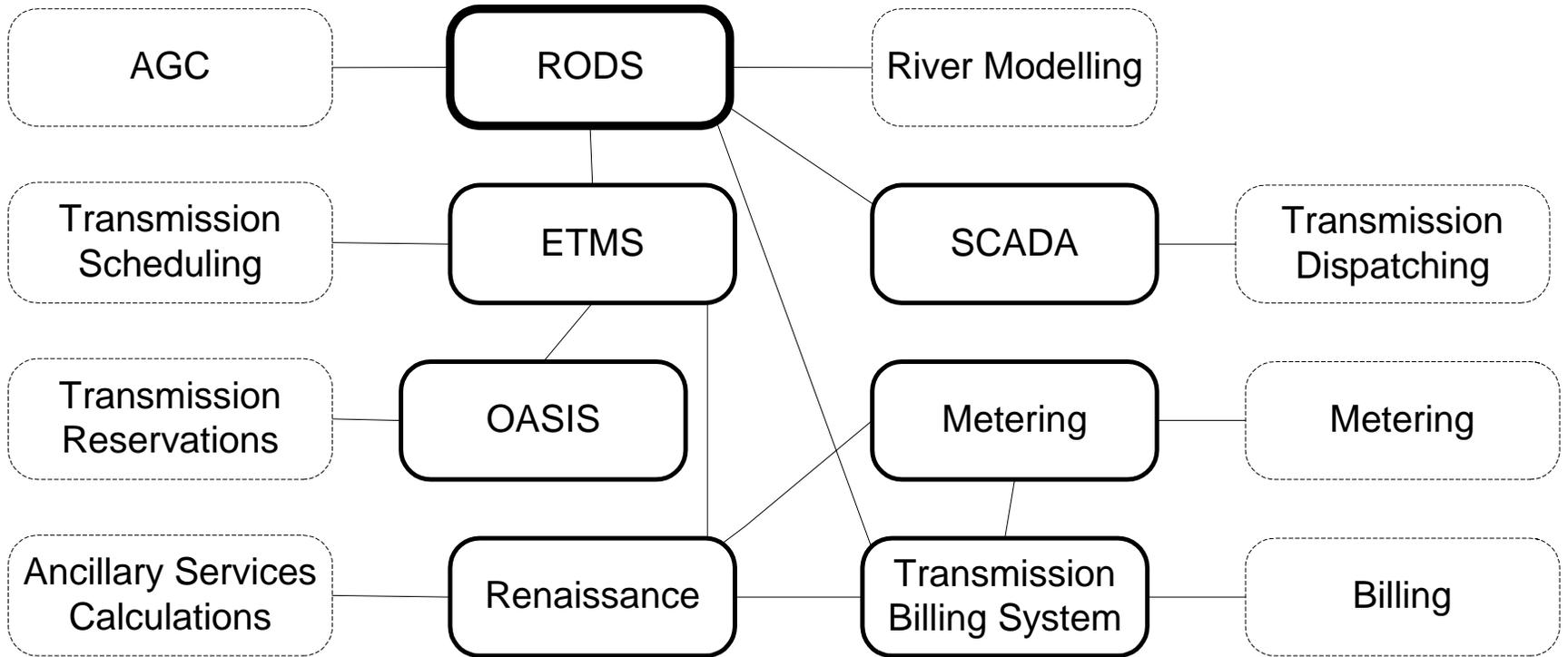
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Marketing Systems Overview

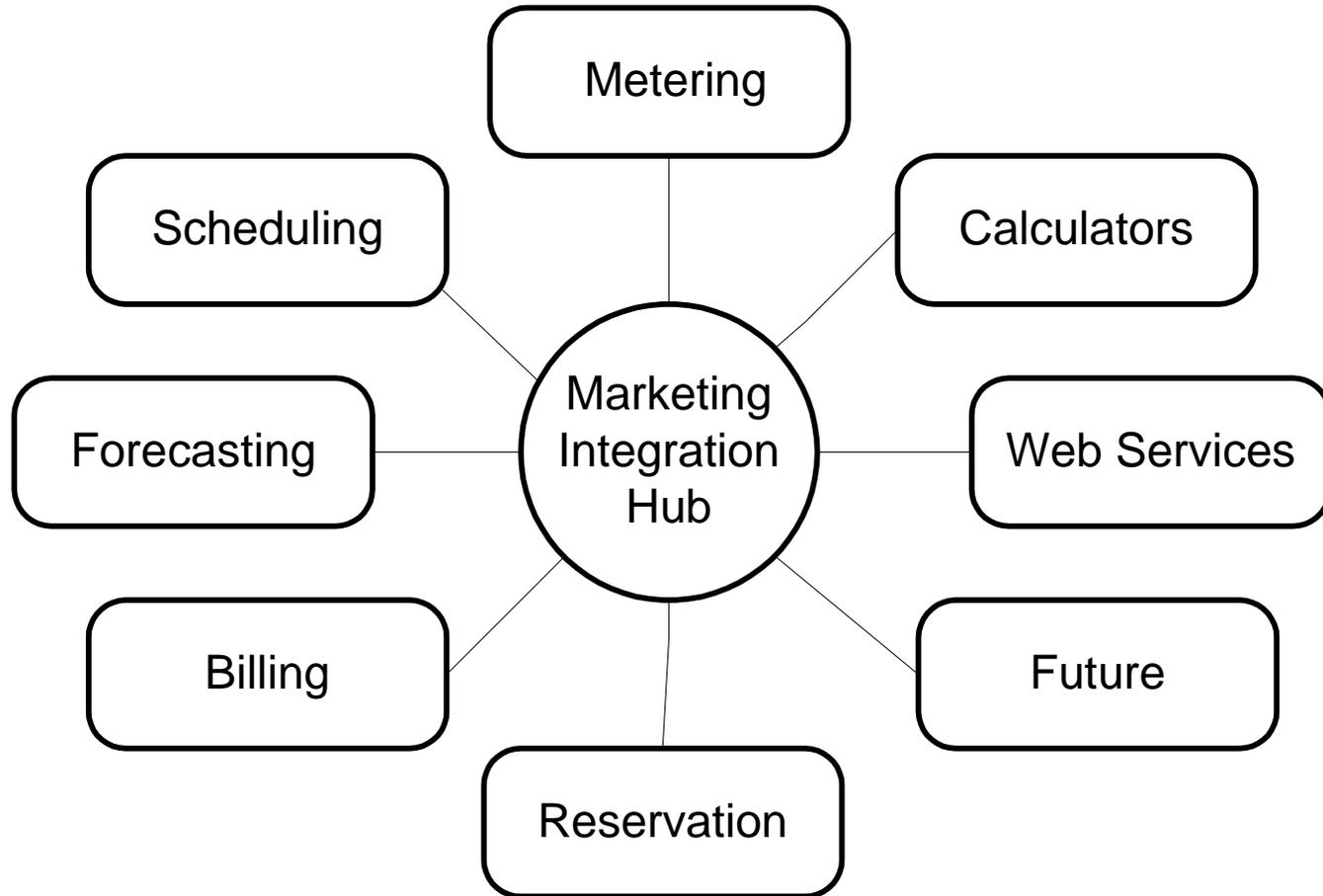
- Started with mainframe RODS (1972)
- Migrating functions off mainframe architecture to specialized application servers (dispatch, scheduling, etc.) (1990, 2002)
- Continue migrating functions off RODS (e.g. AGC)
- Migrate from point-to-point architecture to an enterprise (Marketing) architecture integration (2002-2004)

Major Systems (2002-2003)





Major Systems (2004+)





What's Driving Changes?

- Scalability (limited #RODS accounts)
- Maintainability (separation of functions)
- Need to replace hardware, upgrade operating systems, etc.
- Need to add new functionality
- Need to respond to rapidly changing utility market



TM Systems Success Factors

1. Systems satisfy user needs & requirements
 - TBL Customers
 - TBL Business users
2. Deliver systems on time
3. Deliver systems within budget
4. Deliver quality systems
5. Know what it takes to be successful 1-4



Factors for Success

1. User Involvement *
2. Clear Statement of Requirements *
3. Manage Changing Requirements *
4. Executive Support
5. Realistic Expectations *

*** TBL CUSTOMERS CAN CONTRIBUTE!!!**



Summary

- Systems are evolving (1972 – present)
- In 2002, we are bringing several major systems on-line (ETMS, TBS, Renaissance, etc.)
- In 2003, we will not be bringing any new major systems on-line, but supplementing new systems to satisfy new requirements
- Need to identify system requirements necessary for 10/1/2003