

**EXH. MFH-1T
DOCKETS UE-18___/UG-18___
2018 PSE EXPEDITED RATE FILING
WITNESS: MARGARET F. HOPKINS**

**BEFORE THE
WASHINGTON UTILITIES AND TRANSPORTATION COMMISSION**

In the Matter of:

PUGET SOUND ENERGY

Expedited Rate Filing

**Docket UE-18___
Docket UG-18___**

PREFILED DIRECT TESTIMONY (NONCONFIDENTIAL) OF

MARGARET F. HOPKINS

ON BEHALF OF PUGET SOUND ENERGY

NOVEMBER 7, 2018

PUGET SOUND ENERGY

**PREFILED DIRECT TESTIMONY (NONCONFIDENTIAL) OF
MARGARET F. HOPKINS**

CONTENTS

I. INTRODUCTION.....1

II. PSE IS APPROPRIATELY INVESTING IN IT SYSTEMS TO
SUPPORT CUSTOMER NEEDS NOW AND IN THE FUTURE.....2

III. GTZ IS DESIGNED TO IMPROVE THE CUSTOMER EXPERIENCE
FOR ALL PSE CUSTOMERS..... 12

IV. DATA CENTER AND DISASTER RECOVER PROGRAM..... 23

LIST OF EXHIBITS

Exh. MFH-2 Summary of Qualifications

Exh. MFH-3 Technology ERF Project List

1 **PUGET SOUND ENERGY**

2 **PREFILED DIRECT TESTIMONY (NONCONFIDENTIAL) OF**
3 **MARGARET F. HOPKINS**

4 **I. INTRODUCTION**

5 **Q. Please state your name and business address.**

6 A. My name is Margaret F. Hopkins and my business address is 355 110th Ave. NE,
7 Bellevue, Washington 98004. I am employed by Puget Sound Energy (“PSE”) as
8 Vice President and Chief Information Officer.

9 **Q. Have you prepared an exhibit describing your education, relevant**
10 **employment experience, and other professional qualifications?**

11 A. Yes. It is the First Exhibit to my Prefiled Direct Testimony, Exh. MFH-2.

12 **Q. Please briefly describe your responsibilities as Vice President and Chief**
13 **Information Officer of PSE.**

14 A. I am responsible for leading PSE’s Information Technology (“IT”) and cyber
15 security program and building and managing the infrastructure, technologies,
16 systems, and data that enable PSE to support our customers and achieve business
17 success. I am also responsible for PSE’s Business Excellence program, an
18 enterprise-wide initiative to drive efficiencies by removing barriers to
19 productivity, streamlining processes and promoting innovation.

1 **Q. Please summarize the purpose of your testimony.**

2 A. My testimony provides an overview of PSE's IT strategy and an overview of the
3 technology investments placed in service since the end of the test year for the
4 2017 general rate case.

5 **II. PSE IS APPROPRIATELY INVESTING IN IT SYSTEMS**
6 **TO SUPPORT CUSTOMER NEEDS NOW AND IN THE FUTURE**

7 **Q. Please provide a high-level overview of the role IT Systems play in the**
8 **transformation of the utility industry.**

9 A. Utilities are undergoing tremendous change and transformation. Rapid
10 advancements in IT have altered the methods utilities use to operate and
11 transform, as they become increasingly dependent on technology solutions to
12 enable business objectives such as reliability, resource efficiency, and customer
13 service. Technology assets are as foundational as the classic pipes and wires that
14 deliver service to our customers and are inextricably linked to advancing,
15 securing, and enabling the day-to-day operation of our gas and electric service.
16 Consumer behaviors are also driving change. With the rapid evolution of digital
17 customer engagement, customers are demanding information on their energy
18 usage, payment history and service options; and they want the ability to interact
19 with their utility 24/7, on their own terms, and via the communication channel(s)
20 they prefer. Those channels can include online, mobile, interactive voice response
21 systems, or simply a telephone call to an agent at the call center. Regardless of the
22 channel, PSE customers expect to have the same (consistent) information

1 available to easily transact business with us. Our Get To Zero (“GTZ”) program,
2 discussed later in my testimony, was launched in response to these changing
3 expectations with the ultimate objective of improving the end-to-end customer
4 experience for all PSE customers.

5 As the utility industry has transformed, so has the IT landscape that supports it.
6 Security, advanced technology, and customer expectations are creating a highly
7 dynamic and demanding operating environment requiring us to raise our customer
8 commitment to a new level and forcing a paradigm shift in IT investments. Cloud
9 has become a critical choice in providing technology solutions to meet business
10 challenges. IT vendors are forcing customers to the cloud by eliminating the
11 option to purchase and host these technologies in their own data centers. Cyber
12 security and data privacy are front and center in every IT investment. The cyber
13 threat to the electric grid, both nationally and globally, has driven a change in how
14 IT solutions are architected. Every system must be designed not only to meet
15 business needs but to meet them in a secure manner that protects the grid and
16 maintains the privacy of our customers’ sensitive information. This dynamic has
17 also driven an increase in the cost of IT solutions.

18 **Q. What is PSE’s strategy for making technology investments?**

19 A. PSE’s overarching IT investment strategy is to provide reliable, cost effective,
20 secure technology solutions that support critical business operations, meet
21 customer expectations, and enable key business objectives. In order to achieve

1 that objective, we adhere to a set of established technology principles that guide
2 our investment decisions:

- 3 1. **Plan** – Technology roadmaps and plans are developed at the enterprise
4 and business levels, balancing cost risk, function, and the future needs of
5 PSE and its customers. These plans align Company and customer needs
6 with supporting technology solutions and influence the priority and timing
7 of technology investments for current and future years.
- 8 2. **Acquire** – A cost benefit analysis is developed by management to support
9 the need for each technology initiative, outlining the business problem,
10 various solutions, and the risk, cost and benefits associated with each
11 option. Total cost of ownership is considered at all decision points, with a
12 bias toward cost effectiveness and optimization of prior technology
13 investments. We make every effort to minimize cost by leveraging
14 existing technology assets and maximizing their use. If an existing IT asset
15 meets the majority of business and/or technical requirements, we will
16 build upon the existing platform to the extent possible. By leveraging
17 existing assets and vendor relationships, we optimize cost through volume
18 discounts and lower integration costs. PSE’s SAP platform is a good
19 illustration of this principle. By building upon the SAP platform to
20 implement our Financial Transparency and Improvement Program
21 (“FTIP”) discussed in the Prefiled Direct Testimony of Matthew R.
22 Marcelia, Exh. MRM-1T, we were able to capitalize on the existing
23 platform and integrate more easily into the current IT infrastructure. This

1 keeps implementation costs in line and allows us to use in-house skillsets
2 familiar with the technology to deliver solutions more quickly. When an
3 existing system does not meet business requirements, we evaluate multiple
4 options with a preference toward “cloud” or “purchased” products. In
5 doing so, we lower development and maintenance costs, align with
6 industry best practices, and increase speed of implementation. We also
7 avoid developing highly customized systems that are difficult and costly to
8 maintain. All purchases follow a standard contracting and procurement
9 process to obtain the best value for PSE and our customers.

10 3. **Design** – Once selected, we design each system to meet the stated
11 business requirements and avoid over-reaching or gold plating with
12 extraneous functionality. Cyber security, availability, and disaster
13 recovery capabilities are paramount and designed into the system in
14 accordance with PSE’s security and compliance obligations such as those
15 imposed by the North American Electric Reliability Corporation-Critical
16 Infrastructure Protection (“NERC-CIP”). We architect for reuse,
17 adaptability, growth, ease of operation and speed, and standardize and
18 consolidate where possible. We also embed data governance and data
19 management best practices into our design to ensure that customer, asset,
20 and employee data is protected and accurate. We apply this rigor across all
21 technology platforms to achieve maximum value from prior investments
22 and to minimize the overall growth of ongoing IT expenses.

1 4. **Operate and Secure** – Once operational, we properly maintain and keep
2 our assets current. Technical currency is necessary to keep the systems
3 available and secure. Hundreds of vulnerabilities are introduced into the
4 technology landscape each month, and all systems must be patched to
5 ensure the proper security protections are in place, particularly as we see
6 an increase in the viruses and malware specifically targeted at the grid.
7 These patches are not built to support out-of-date systems, so we must
8 invest in upgrades on a continual basis. We follow security best practices
9 and adhere to corporate policy and compliance obligations to protect PSE
10 systems and data from unauthorized use and disclosure. We benchmark
11 our security practices against the National Institute of Standards and
12 Technology (“NIST”) framework – the recommended cyber security
13 framework for critical infrastructure as outlined in Executive Order
14 13636.¹ This framework allows us to assess the maturity of our security
15 protections and identify gaps that require additional efforts and investment
16 to further strengthen our security posture. Our Data Center and Disaster
17 Recovery program (more details below) is an example of an IT investment
18 put in place to manage cyber and business continuity risk and to protect
19 the systems and data critical to PSE’s gas and electric operations.

¹ Executive Order: Improving Critical Infrastructure Cybersecurity (Feb. 12, 2013), available at <https://obamawhitehouse.archives.gov/the-press-office/2013/02/12/executive-order-improving-critical-infrastructure-cybersecurity>.

1 **Q. What process does PSE undertake before purchasing new system**
2 **applications and infrastructure?**

3 A. Guided by the principles outlined above, PSE conducts cost/benefit analyses in
4 advance of incremental system purchases. We work with technology vendors that
5 provide business solutions that create long-term economies of scale and
6 competitive advantages for PSE's customers. Through PSE's contract services
7 group we acquire technology that is competitively priced, reliable, and relevant to
8 the utility industry and the manner in which we serve our customers. The
9 competitive bid process allows us to enable scale economies in pricing and
10 ongoing maintenance, thereby providing a lower total cost of ownership on behalf
11 of PSE's customers.

12 **Q. What are PSE's major systems initiatives?**

13 A. PSE is currently involved in several large, transformational efforts that require
14 significant IT spending. These include the following:

- 15 • **“Get to Zero” Program:** GTZ is PSE's customer-focused, digital
16 transformation initiative. This six-year program (2016-2021) is
17 transforming the customer service experience with expanded and
18 consistent digital self-service options, removing obstacles for
19 customers, providing proactive communications, and quickly
20 anticipating and solving problems before they occur. There is also a
21 strong emphasis on automation to drive improvements in the
22 customer-touching areas of data analytics, data management, work

1 planning, scheduling and dispatch. I provide additional explanation of
2 this initiative later in my testimony.

- 3 • **Data Center and Disaster Recovery Program (“DCDR”):** This
4 program is focused on mitigating a significant corporate risk relating
5 to insufficient disaster recovery capabilities of existing data center
6 facilities and critical systems. This program replaces PSE’s existing
7 substandard data centers, which cannot meet corporate requirements
8 for resiliency and disaster recovery, with geographically diverse,
9 highly redundant modular facilities. It also implements the
10 infrastructure (hardware and software) needed to meet availability and
11 security requirements for day-to-day operations. Foundational to this
12 program is the implementation of disaster recovery solutions that
13 allow PSE to recover critical IT systems within 24 hours of a serious
14 outage or catastrophic event such as an earthquake or crippling cyber
15 attack.

- 16 • **Advanced Meter Infrastructure (“AMI”):** PSE’s existing
17 Automated Meter Reading (“AMR”) infrastructure, installed between
18 1998-2001, is approaching the end of its useful life. A replacement
19 strategy is needed in order to continue accurate energy billing for
20 customers. Because AMR technology is near obsolescence, PSE was
21 faced with the option to refurbish the existing AMR system with the
22 same limiting one-way technology or transition to a more up-to-date,
23 two-way AMI. PSE elected to proceed with the installation of AMI

1 communication network and metering equipment throughout PSE's
2 electric and gas service territory. Installation work is underway, and
3 full deployment is expected to be complete in 2023-2024. Information
4 technology is a key enabler of the successful deployment of the AMI
5 project; it includes the build out of a core network and related
6 hardware and software systems required to securely transfer data from
7 the meter to PSE. Additionally, to mitigate new risks that may be
8 introduced with two-way communication paths, PSE will implement
9 the AMI advance security option to facilitate greater protections at the
10 meter. More detail on the AMI program is provided in the Prefiled
11 Direct Testimony of Ms. Catherine A. Koch, Exh. CAK-1T.

- 12 • **Financial Transparency and Improvement Program: FTIP**
13 modernized and implemented a redesign of PSE's financial systems,
14 processes, tools and financial structure. More detail on FTIP is
15 provided in the Prefiled Direct Testimony of Matthew R. Marcelia,
16 Exh. MRM-1T.

17 **Q. Please provide an overview of the IT spending for which PSE seeks recovery**
18 **in this case.**

19 A. In general, PSE's technology expenditures fall into two main categories:

20 **System Modernization and Optimization:** This category represents capital
21 efforts required to upgrade and maintain key and critical IT application and
22 infrastructure platforms to ensure ongoing availability, stability, security,

1 technical currency and vendor support. By keeping applications and infrastructure
2 equipment at supported levels, we can continue to receive critical system and
3 security patches, take advantage of the latest features, and maintain license
4 compliance as defined by support agreements. Work under the Systems
5 Modernization and Optimization category is funded annually, with proposals
6 submitted from each of the major IT areas outlined below. The IT leadership team
7 reviews and makes funding decisions based on business value, timing and risk.

8 The following areas are covered under this program:

- 9 a. IT Applications: This area ensures that the 264 systems in
10 production are kept technically current and are properly maintained
11 in compliance with our vendor support agreements. It also provides
12 funding for critical applications such as the Energy Management
13 System, Gas Control System, Outage Management System, SAP
14 systems (Finance, HR, Call Center, Billing, and Asset
15 Management), Metering, PSE.com, and more.
- 16 b. IT Infrastructure: This area consists of the computing and
17 telecommunications hardware and software upon which critical
18 business systems and capabilities are built. This is largely the IT
19 equipment housed in our Data Centers (3500 servers) and the
20 network and connectivity equipment that enable
21 telecommunications throughout our service territory.

1 c. IT Security and Risk: This area focuses on cyber risks and the
2 threats they pose, ensuring vulnerabilities are mitigated in
3 alignment with the rapidly changing security landscape. Our cyber
4 security program is based on the same national standards followed
5 by leading companies in the energy and defense industries and is
6 assessed annually against those standards by external security
7 firms. Our annual assessment is utilized to evaluate our cyber
8 security posture to ensure cyber investments are properly identified
9 and funded under this category. Without this focus, we would not
10 have been able to successfully protect against the over 26 million
11 vulnerabilities that have been introduced to the IT landscape over
12 the last several years. During this test period alone, 241 patches
13 covering over 3000 vulnerabilities were released by Microsoft for
14 the systems we operate.

15 **New systems:** This category includes costs associated with acquisition,
16 development and installation of new systems based on business,
17 operational, compliance or obsolescence needs. This work is primarily
18 related to additions to the PSE technology portfolio which introduce new
19 maintenance and support expense, including vendor, contract costs,
20 hosting or cloud-related costs, and internal labor needed to ensure
21 continued availability, resilience and security of the new asset.

22 As business areas identify technology enablement opportunities, they
23 conduct a cost benefit analysis to secure funding and to formalize the

1 project. This process occurs annually and is used to inform the final
2 approved IT capital budget for the subsequent year.

3 Exh. MFH-3 provides a listing of all new or upgraded technology that went into
4 service after October 1, 2016², with a total spend exceeding \$100,000, for which
5 PSE seeks recovery in this case.

6 **III. GTZ IS DESIGNED TO IMPROVE THE CUSTOMER**
7 **EXPERIENCE FOR ALL PSE CUSTOMERS**

8 **Q. Please describe the GTZ initiative and the systems expenditures to support it.**

9 A. The GTZ effort is a multi-year, customer-focused, digital transformation initiative
10 with the ultimate objective of improving the end-to-end customer experience for
11 all PSE customers. The overarching mission of the program is to reduce the need
12 for customers to call PSE's contact center to resolve issues by eliminating pain
13 points for customers through improvements to applications, systems and
14 processes that make our customer experience easy and accurate regardless of
15 channel preference. The program is broken into four basic parts: 1) Customer
16 Interface; 2) Billing Payment Credit & Collections; 3) Integrated Work
17 Management; and 4) Data Management & Analytics.

18 Under the Customer Interface program, PSE is revitalizing customer facing
19 applications such as the website, mobile app, integrated voice response unit

² September 30, 2016 was the end of the test year in PSE's last general rate case.

1 (“IVR”) and social platforms, providing customers with a more robust and easy-
2 to-use experience consistently across all channels.

3 Within the Billing, Payment, Credit & Collections program, PSE is evaluating and
4 improving billing and payment functions, investing in applications to assist low
5 income customers with scheduling agency appointments and applying financial
6 assistance grants, enhancing billing systems to improve multiple billing processes
7 and performance, updating payment options for customers and establishing future
8 state capabilities which effectively leverage functionality being introduced as a
9 part of PSE’s Advance Meter Infrastructure program.

10 Within the Integrated Work Management program, PSE is focused on automating
11 field work activities, so PSE can plan, schedule and close out work in a way that
12 creates more scheduling accuracy and overall transparency for customers. This
13 investment will establish the technology framework which will allow PSE to
14 provide greater self-service optionality to customers and increase overall
15 efficiency for completing work in the field.

16 Finally, the Data Management and Analytics program is focused on improving the
17 accuracy and quality of appropriate customer and asset data to support all project
18 work, establishing new processes for enterprise data governance and building out
19 the appropriate framework to better analyze data to help improve the customer
20 experience through various channels.

1 **Q. Does GTZ provide benefits to PSE's customers?**

2 A. Yes, The GTZ program is a multi-faceted, customer-first initiative that is intended
3 to improve the customer experience and benefit all PSE customers.

4 **Q. What steps has PSE taken to determine its customers' preferences?**

5 A. In the initiation of the program, PSE canvassed customers across its service
6 territory to hear directly from them what their pain points were and what would
7 elevate PSE from just their energy provider to a company they enjoy doing
8 business with. This extensive work with customers allowed PSE to understand
9 what specific changes to the customer experience our customers are seeking.
10 Understanding what customers want, in their own words, laid the foundation for
11 the GTZ program and its mission to do business so effectively that customers no
12 longer experience issues that drive them to call. In addition to customer focus
13 groups, PSE also spent time evaluating what others are doing in the industry to
14 further understand where we could make improvements. At the same time, we
15 explored our own data to help focus our efforts. In our analysis we found that
16 customers contact PSE for five general reasons: 1) customers need help
17 understanding charges on their bill; 2) customers want to pay their bill; 3)
18 customers need financial assistance; 4) customers are experiencing an interruption
19 in their service; and 5) customers have a planned service event. Within the GTZ
20 program we refer to these categories as the "Super 5" and they have become the
21 framework for the initiatives we are investing in to drive benefits to customers.

22

1 **Q. Please summarize the focus of the GTZ program.**

2 A. At a high level, PSE is focusing on making each customer facing tool or process
3 easier and more consistent for our customers across various channels so
4 customers can manage their service when it works best for them and in a way that
5 meets their needs even if it is outside of normal business hours. Our focus is to
6 make doing business with PSE easy, and to anticipate our customers' needs and
7 proactively communicate with them to better manage their service. PSE is also
8 investing in automation to help bring transparency to work being done in the field
9 allowing customers access to more timely information and opportunities to self-
10 serve including tighter appointment scheduling windows. Through this
11 transformation we are also focusing on making customer information more secure
12 to help safeguard sensitive data from external threats. As technology evolves and
13 influences customer expectations around us, it is critically important that PSE
14 continues to keep pace with that evolution appropriately leveraging new
15 technologies to improve the customer experience and to meet our customers'
16 expectations.

17 **Q. What aspects of GTZ are in service and benefitting customers?**

18 A. GTZ is a multi-year initiative that will stretch into 2021. As of June 30, 2018,
19 several improvements have been put into service that are benefitting customers.

- 20 • Customer Interface: PSE has enhanced the IVR to both (i) improve our
21 customers' ability to quickly authenticate within the phone system and (ii)
22 streamline the system to improve customers' ability to quickly pay their

1 bill. As a result of making this interaction easier for customers PSE has
2 seen a 9.1 percent increase in our IVR call containment rate when
3 comparing year-over-year June 2018. The improvement in IVR
4 containment helps to validate that the enhancements made it easier for
5 customers to navigate self-service transactions; and, in certain instances,
6 customers no longer need the assistance of a live agent. In this area, PSE
7 has also developed a new social media platform that allows PSE to
8 understand what issues customers are facing across various platforms and
9 to address their issues or concerns in real time.

- 10 • Billing Payment Credit & Collections: PSE has improved account codes
11 on customer bills to reduce confusion for customers and to bring greater
12 clarity for charges billed. Through June 2018, we have reduced the
13 number of miscellaneous billing adjustments by 42 percent when
14 compared to the same periods in 2016 and 2017. We have also improved
15 back-office applications in order to increase the timeliness and overall
16 accuracy of bills. In this program, PSE has also implemented the “no fee
17 bank card” enhancement and incorporated electronic bill due reminders
18 within the electronic payment workflow to make it easier for customers to
19 pay with a credit card. As a result, PSE has seen a year-over-year increase
20 in credit card payments of 37 percent when comparing the first half of the
21 year.
- 22 • Integrated Work Management: PSE has implemented a new outage
23 communications tool to proactively communicate with customers during

1 electric outages. Through the GIS-CAD Design Manager project, PSE has
2 also made advancements in automating our approach to updating system
3 maps, which will improve the real-time accuracy of PSE’s system maps.
4 Through the implementation of PSE’s new outage communication tool,
5 year-to-date through June 30, PSE has sent more than 1,795,000 proactive
6 notifications to customers to help them manage times of service
7 interruption more effectively. This includes more than 877,000
8 notifications via email, 524,000 via text message, and 394,000 via phone,
9 based on the customer’s preference.

- 10 • Data Management & Analytics: PSE has successfully implemented a new
11 data repository that will allow both structured and unstructured data
12 attributes to be analyzed in real time, improving PSE’s ability to glean
13 insights and further improve the customer experience in various ways. As
14 a result of this effort, PSE has been able to implement new natural
15 language processing models that analyze the wrap-up notes from calls to
16 customer service representatives. This call refinement helps the GTZ
17 program prioritize the customer challenges it needs to tackle. This data
18 repository, often referred to as a “data lake” will also set the stage for
19 further analytical models to help improve the customer experience and
20 drive improved customer segmentation for proactive communications.

21 Because of the GTZ projects put into service for this filing, PSE is already seeing
22 a reduction in customer calls. Year to date through June 30, call volumes are
23 down by 21 percent, or almost 210,000 calls when compared to our program

1 baseline which is the average of the calls received in the 2014-2015 calendar
2 years.

3 **Q. How has the PSE customer experience changed since the deployment of**
4 **GTZ?**

5 A. PSE's customer experience reached its highest-ever level of satisfaction in 2018,
6 with PSE scoring above the West region averages in all four of the most current
7 J.D. Power and Associates Utility Customer satisfaction studies (Residential
8 Electric, Residential Gas, Business Electric, Business Gas).

9 According to 2018 JD Power Residential Electric Customer Satisfaction Study,
10 overall PSE customer service (including both online and phone service
11 experiences) rose from the bottom of the third quartile nationally to mid-second
12 quartile. Among the survey factors related to GTZ technology deployment, the
13 customer satisfaction gains included:

- 14 • improving to first quartile in promptness of telephone answering (from
15 third quartile);
- 16 • improving to second quartile in ease of website navigation (from fourth
17 quartile);
- 18 • improving to second quartile in timeliness of online problem resolution
19 (from fourth quartile); and
- 20 • improving to second quartile in providing outage information (from third
21 quartile).

1 Of note, the JD Power research found that 93 percent of customers found PSE's
2 outage map to be effective in communicating key information.

3 **Q. Was improvement of customer experience an objective of GTZ?**

4 A. The customer experience improvements from PSE's GTZ and related technology
5 investments are aligned with JD Power research findings that customers strongly
6 prefer self-service and proactive notifications instead of telephone and traditional
7 mail, including: 1) customer preference for outage information via text
8 notifications, email notifications or using mobile app versus contacting the utility
9 by phone; 2) customer preference for using self-service, electronic platforms for
10 bill payment versus traditional mail or telephone; and 3) customer preference for
11 proactive billing and payment notifications for due dates, payments received and
12 unusual usage.

13 **Q. What additional features of the GTZ initiative are being implemented by
14 PSE and will be addressed in future cases?**

15 A. The GTZ program is a multiyear initiative comprised of many different projects
16 linked under one umbrella. Looking beyond what has been put in service for this
17 filing, the GTZ program will deliver on significant customer transformation
18 projects from July 2018 through 2021. In that timeframe we will:

- 19 • Deliver a completely new web platform that consists of new technology
20 infrastructure, an improved user experience with a new customer preference

1 center, and an integrated campaign management feature tied to a new
2 communication gateway to drive proactive communications to customers.

- 3 • Deliver on a number of IVR improvements that transform the experience for
4 those customers who elect to call. In this area we will deliver a new
5 modularized IVR system introducing a dynamically routed experience for
6 customers, simplify call routing within the IVR and add new self-service
7 options for customers to choose from.
- 8 • Within the IVR we will deliver new technology to help categorize calls and
9 improve customer service quality.
- 10 • Introduce new technology to enable a visual integrated voice response
11 experience that will allow customers the ability to receive a prompt on their
12 mobile device to complete a transaction if they elect to do so.
- 13 • Invest further in customer facing applications to provide a 360-degree view of
14 customer interactions and implement new capabilities that leverage data
15 analytics to help us further optimize our technology based on customer
16 behavior and improve customer segmentation and campaign management.
- 17 • Deliver to our customers a new mobile application that will allow for a more
18 convenient mobile experience and include many of the self-service
19 transactional capabilities our customers are seeking.
- 20 • Invest in improving our field operations through the roll out of integrated
21 work management to various PSE business units. The investment in this
22 automation will improve our operational efficiency, integrate our technology

1 providing greater transparency to customers, and ultimately improve our
2 ability make and keep commitments to our customers for work they schedule
3 with us.

- 4 • Deliver on multiple projects directed at improving the customer billing and
5 payment experience through the life of the GTZ program. This includes
6 investments in updating PSE payment options for customers, standardizing
7 non-consumption bills, improving collections cycle performance and our
8 approach to distributing refunds to customers. Projects will focus on
9 improving the experience for customers seeking energy assistance funds and
10 the implementation of remote disconnect and reconnect capabilities.

11 **Q. What is the cost of the GTZ initiative that PSE seeks to recover in this case?**

12 A. PSE seeks to recover \$19,644,870 associated with GTZ investments placed in
13 service since the 2017 general rate case.

14 **Q. How do the costs compare to the estimated costs?**

15 A. The overall program cost estimates for the projects put in service for this filing
16 were within a reasonable variance of three percent of the costs PSE seeks to
17 recover.

18 **Q. How did PSE manage the GTZ initiative and its costs?**

19 A. PSE has formal Program/Project Management practices that govern GTZ projects.
20 The System Development Life Cycle includes phase gates, where required
21 deliverables are audited for compliance with IT Project Management

1 Organization (“PMO”) practices. The GTZ program complied with these practices
2 and successfully passed its phase gate audits. Financials were strictly controlled in
3 accordance with IT PMO practices and were updated and reviewed monthly.

4 **Q. Did PSE keep management informed during the course of the GTZ**
5 **initiative?**

6 A. The governance structure includes an Executive Steering Committee, a project
7 Steering Committee, and leadership teams. Together these teams participate in
8 regular meetings to monitor status, key decisions, risk mitigations, and review and
9 approve program costs and changes. In addition, the GTZ program presented
10 periodic updates to the Board of Directors on program progress.

11 **Q. Were there any material changes that affected the GTZ scope, schedule or**
12 **budget?**

13 A. Yes, there were some material changes that affected the GTZ scope, schedule, and
14 budget for the projects put in service during this filing period. Some projects saw
15 an increase in scope from the original initiation estimate in order to capture
16 additional business value that was identified through the phase gate process.
17 However, as a program, we were able to manage cost increases through the use of
18 program contingency funds and offsetting underruns in other parts of the program.

1 **IV. DATA CENTER AND DISASTER RECOVER PROGRAM**

2 **Q. Please describe PSE’s DCDR program**

3 A. The DCDR Program is a four-year effort to mitigate a significant risk to critical
4 IT systems that are essential to safely and securely provide gas and electricity to
5 our customers. There are two components to the program, one focusing on the
6 data center facilities and the other on disaster recovery capabilities. Prior to
7 building the two new modular data centers, PSE had two sub-optimal data centers,
8 one in Bothell and one in Bellevue, located in previously-leased office space that
9 was not specifically designed to house a significant amount of IT equipment.
10 Each location has insufficient power capacity, redundancy, and cooling
11 capabilities, and neither facility is able to support PSE’s growing IT needs.
12 Additionally, the facilities are located 12 miles apart on the same seismic fault,
13 increasing the probability of both being affected by a seismic event. The Bothell
14 location is also located in a flood plain, and the data center is on the second floor
15 of the office building causing structural concerns due to the weight of the
16 expanded IT equipment. Bothell has experienced two significant outages directly
17 attributed to the deficiencies noted above, causing significant impact to PSE’s
18 ability to operate. During these outages, PSE was forced to revert to manual
19 (paper) processes to answer customer calls, which negatively affected SQI 5. The
20 Load Office also ran on manual processes increasing risk to field operations.
21 The second component of the DCDR program focuses on improving disaster
22 recovery “DR” capabilities for PSE’s critical and important applications and

1 systems. Of the 51 critical systems running in the data centers, 19 (roughly 40
2 percent) did not have DR capabilities. The impacts to PSE of not being able to run
3 these systems would be broad and significant.

4 **Q. What alternatives did PSE consider?**

5 A. PSE considered four alternatives to the final decision to build two new modular
6 data centers.

- 7 1. Maintain the status quo;
- 8 2. Fortify existing data centers;
- 9 3. Co-locate (lease) both of PSE's data centers with another partner; and
- 10 4. Co-locate one (lease) of PSE's data centers with another partner.

11 After an extensive review of these options, including a total cost (20 year)
12 analysis, risk to the company/customers of not controlling critical systems, and
13 the inability to ensure compliance with NERC/CIP assets, the decision was made
14 to build two modular data centers, with full redundancy, 80 miles apart, one
15 located in western Washington near corporate headquarters, the other located in
16 eastern Washington on PSE property. This approach provided the optimal
17 solution to mitigate the seismic risk and the facility risk and to provide the
18 security and resiliency required for business continuity, disaster recovery, and
19 NERC-CIP compliance.

1 **Q. Are the new data centers completed and in service?**

2 A. Yes. Both data centers are fully operational. The application migration and
3 decommissioning activities are still in progress; however as of June 30, 2018, all
4 critical Tier 1 systems have been successfully migrated to the new facilities and
5 disaster recovery capabilities have been tested and validated. All redundant
6 network and telecommunications paths are in place and fully operational. This is a
7 significant step in reducing the entity risk to the company. The program is roughly
8 95 percent complete and is on track to fully migrate all applications to the new
9 facilities by the end of 2018.

10 **Q. What was the cost of the data center and disaster recovery program?**

11 A. The costs included in this filing are \$65.2 million for the following costs:

- 12 1. Selection, facility construction: \$33,226,550; and
13 2. Infrastructure hardware build: \$31,217,343.

14 Cost recovery for application migration and decommissioning of old data centers
15 will be included in a future filing.

16 **Q. How did the actual cost compare to the estimated cost?**

17 A. This request in this filing is limited to the facility selection, facility construction,
18 and infrastructure build costs, which were estimated at \$64,322,000 with an actual
19 cost of \$65,217,343.

1 **Q. Did PSE keep management informed during the course of the project?**

2 A. Yes. The governance structure included involvement by an executive steering
3 committee and a project-level steering committee made up of leaders across IT.
4 Together these teams participated in project oversight, key decision making, risk
5 mitigations, and approval of costs and changes. The DCDR program was also
6 reviewed, approved and supported by the Officers and Board of Directors, who
7 stressed the importance and urgency of quickly mitigating the risk to the
8 company.

9 **Q. Were there any material changes that affected the project scope, schedule or**
10 **budget?**

11 A. While there were no major changes to scope, schedule or budget, there was a
12 significant change that introduced risk that was successfully mitigated. In late
13 2017, we lost our initial location for the eastern data center, due to risk pertaining
14 to a conservation easement at our Wild Horse Facility. The decision was made not
15 to build on that location. That change contributed to a loss of eight weeks on our
16 overall project schedule. Due to parallel pathing work streams, working extended
17 hours and removing all schedule slack, we were able to meet the original delivery
18 date for facility commissioning with minimal financial impact.

19 **V. CONCLUSION**

20 **Q. Does this conclude your testimony?**

21 A. Yes, it does.