

Digitalization in the renewable energy and utilities sector

*- and the effects on
IP strategy*

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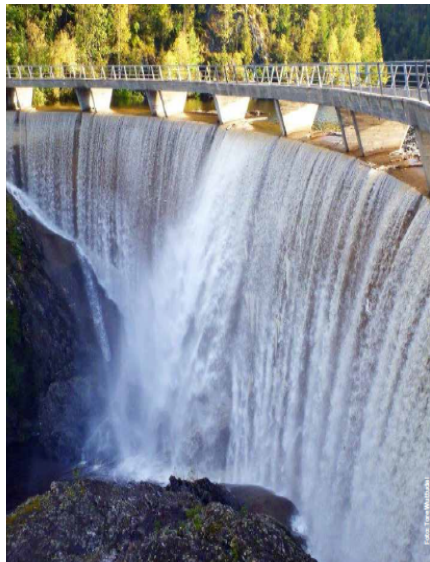
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TrønderEnergi: Core business



Hydro power



Wind power



Grid/networks



TrønderEnergi

- Regional utility covering all aspects related to renewable power production and transmission
- Aims to be a leading player in tomorrow's energy solutions enabling the green change
- 420 employees
- Generate annual sales of app. NOK 1.7 billion



Transmission

Ownership and operation of regional and distribution grid




Hydro and Wind Production

Operational Management of wind and hydro assets



Markets

Developing the future energy systems and products

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The new business environment in the renewable energy and utilities sector



Global trends

- Disruptive innovation
- Rapid advances in technology



Energy sector trends

- Power efficiency
- Decentralized production
- Empowered customers
- Greener power



Opportunities

- More efficient production
- New energy systems
- New sources of business

The impact on business strategy, innovation strategy and IP-strategy?

Opportunities and challenges in the digital era

New solutions for asset- management

- Streamline operations and maintenance
- Asset optimization
- Power trading
- Directly determine bottom line results

New energy markets and energy services

- Smart meters
- Self-generation of power
- New energy-management systems
- New business opportunities

- How do we adapt to the new business environment?
- How do we position ourselves to fend off competition?
- How will a traditional utility company succeed in innovating fast enough to secure competitive advantage in competition with the start-ups?
- What happens to the IP-rights in the interface between big business and start-ups?
- Which role does the software companies play?

Customers



TrønderEnergi

(In-house innovation, AI, prediction and optimization of data)



Start-up
(Background IP)

IP?



Software company
(Digital infrastructure)

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Valuable IP advisers in the new business environment:

- understanding the different party's roles and interests in the collaborative partnerships
- understanding the mechanisms in the market
- stimulating innovation in their work with contractual mechanisms regulating IP
- Contributing to develop “market standards”

Escalation of in-house innovation activities:

- Unfamiliar business areas
- Uncertainty with regard to IP-protection

*How is the new business environment
affecting our perspectives on data and
openness?*

- We will need data and analytics capabilities if we are going to move away from the pure provision of energy toward new businesses that are built on data
- Sharing data could mean giving away assets that may prove strategic at a later date
- Little interest in open data initiatives in the utility sector today

- What kind of legal protection do we consider to be key in the new business environment?
 - Protection of data through contracts or as trade secrets
 - Aim to acquire the rights to utilize as much data as possible through contracts with companies and individuals
- Is today's IP protection inadequate? To what extent can the new challenges be fitted into the existing IP systems?

Thank you!



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