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Ontario Energy Board

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Att: Kristen Walli- Board Secretary

January 17, 2011

EB-2011-0004

OEB BOARD SECRETARY	
File No:	SubFile: <i>4</i>
Panel	
Licensing	<i>Rues H.</i>
Other	
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RE; Developing Guidance for the Implementation of Smart Grid in Ontario- Board File No. EB-2011-0004

Nominee: Greg Hall – Director of Strategic Business Development & Sales – Utilismart Corporation
Constituency Represented: Utilismart Corporation is the primary service provider for LDC's, Market Participants and other organizations involved in the North American Smart Grid Initiative.

Greg Hall – Director of Strategic Business Development & Sales – Utilismart Corporation

Greg Hall has been employed by Utilismart since the company's inception in 1999 and until recently assumed the role of Operation Manager. In this role, Greg was actively involved in all aspects of the business including internal operations, customer service, strategic planning and sales and marketing. Greg's contributions have helped Utilismart Corporation grow into a market leader in Ontario. In January 2009 Greg assumed a directors role at Utilismart that is focused on providing strategic leadership to the company by overseeing the development of strategies and initiatives aimed at capitalizing on business opportunities within targeted markets in North America while enhancing the company's incumbent client base in the Province of Ontario.

Prior to Utilismart, Greg's career included working for a Utility consulting firm that provided regulatory, financial, and market readiness consulting services to utilities. Greg actively participated on the IESO Smart Metering System Implementation Program (SMSIP) working group and is a past member of the IESO Revenue Metering Standing Committee. Greg has extensive knowledge in the areas of wholesale, retail, and residential metering and has established relationships with all of the major meter manufactures, communications carriers and other smart grid technology companies in North America. Greg completed a Bachelor of Arts degree from The University of Western Ontario in 1997 and completed his MBA at the Richard Ivey School of Business in January 2009.

Utilismart Corporation - General Overview

Utilismart Corporation is based in London Ontario and has been in operation since 2001 providing data collection/processing/analysis, data storage and presentment and data delivery for electricity meters. Utilismart provides Wholesale/Retail Settlement and Meter Data Management Agent (MDMA) services to over 60 Local Distribution Companies (LDC's) as well as to Market Participants, Generators, Energy Consultants and other organizations. Utilismart's core products include the Utilismart Smart Meter System (USMS), Energy Manager, and Settlement Manager. Utilismart Corporation owns and manages all of the intellectual property (IP) that makes up the USMS, Energy Manager, and Settlement Manager product offerings. The company owns and operates all of the hardware and software that is employed in the Production, Development and Disaster Recovery environments. Utilismart has 20 fulltime employees as well as several contracted resources. Our employees actively participate in market working groups and OEB/OPA initiatives.

On the MDMA side of the operation, Utilismart is the largest non-utility MDMA operation in Ontario, collecting meter data from over 9,000 wholesale and retail interval meters throughout North America on a nightly basis. In addition, Utilismart collects residential smart meter data for over 20,000 AMI meters. Utilismart collects residential smart meter data for in customers in Ontario, New Brunswick, and the US. The company currently operates the MV90xi (Itron), TMS (SmartSynch) and MAS (Elster) data collection systems using a complement of fully cross trained operators. Specific to the area of smart metering in Ontario, Utilismart has been actively involved in learning the market requirements and researching vendors and technologies since 2005. Utilismart has been operating the Elster MAS system and has been developing and operating USMS since 2007.