



Imagine an energy ecosystem
we can build together

By RESS October 26, 2021

Ms. Christine E. Long, Registrar Ontario Energy Board, Suite 2700, 2300 Yonge Street P.O. Box 2319
Toronto, ON, M4P 1E4

Case Manager: Eamon O’Riordan

Dear Ms. Long,

RE: EB-2021-0183 – Green Button Implementation - **Establishment of an Industry-led
Implementation Working Group**

Screaming Power is on the Green Button Task Force and I would like to Chair the Industry-led Working Group. We know there are multiple implementation issues that need to be worked out which are specific to the Ontario market. I (and my Screaming Power team) have the qualifications to help manage this Working Group process and the working group(s) itself, as I have done this role in Ontario and other jurisdictions in the past.

My qualifications are detailed below. I am an independent Subject Matter Expert in the Ontario’s energy wholesale and retail energy markets since 1998:

- Helped develop the digital integration plan for private Generators into Ontario (CMO/ IESO) – representing Independent Power Producers – 1998-2001
- Was the Chair of the OEB EBT Standards - Evolved the OEB’s Electronic Business Transaction (EBT) standards (billing/settlement/metering) between Utilities & Energy Retailers – 2000-2004
- Created Customer Electricity Data “Hub” for Ontario’s electricity retail market – 2000-2006 (90% market share) connected to 21 Utility system vendors – System is still in operation today
- Built / implemented regulatory data infrastructure (eTarrif) - connection to US Federal regulator (FERC), US market operators, Utilities, and generators
- Lead Technical Advisor on Green Button in 2018 for Ministry of Energy
- Member of OEB Green Button Task Force (summer 2021 – present)
- Integrated Utility Customer Information Systems (billing / PDF bills) & Operational Data stores (meter information) into our digital Energy Data Platform, called Scream Utility (2017-2021)
- Screaming Power is a leading Utility Digitization solution provider.

I believe there needs to be a coordinated effort to manage this complex integration of Green Button from a market, utility, Utility vendor, customer engagement and data management point of view.

Sincerely

Gary Michor, CEO, Screaming Power Inc.

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