

NYISO Public Website Enhancements

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> BITF – Business Intelligence Task Force 9/15/2009



Primary goals

- Respond to the voice of the customer (Market Participants)
 - 'Improve the organization and layout of the site'
 - Complete the remaining sections of site to be like committees' section (deployed in 2008)
- Better communicate the NYISO Mission and Vision to a broad audience
 - Update the look and feel of the site and add content in support of NYISO's mission
- Change the home page to be more user friendly
 - Have a navigation based page rather than a content based page
- Reduce costs reduce future licensing costs of NYISO's portal builder technology



Respond to Voice of the Customer

- Voice of the customer (via customer surveys 2007, 2008)
 - "Takes quite a while to find information of interest. Site is generally hard to navigate due to complexity of market, but also because of how the website was set up – i.e., trying to find ICAP auction results is too difficult - requires too many steps."
 - "Very cumbersome layout; ... poor search capability; ... overall a poor website that makes it difficult to find important documents - especially committee information"
 - "The website is just too cumbersome to use..."
 - "Much of the site is too technical. More understandable language should be used to briefly explain a topic, with more complex descriptions/manuals used if further information is required. In general, I don't find the site intuitive. Often too hard to find information in the format desired"
 - "Your committee website is the best in the industry"
- Improve the organization of the site to address the difficulty in locating documents and information



Update all tables

• The site currently has both an old and a new style of displaying documents. The new and popular committee document tables will be propagated across the site

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IVISO compliance Congestion Cont Filed December 22, UView Attachm	racts 2008	<u>d Price Transmission</u>	2008-12-28	pdf	403 kb				
IVISO filing of re- its 10/30/08 ICAP Filed December 17,	compliance filing	and protests regarding	g 2008-12-18	pdf	57 kb				
NYISO filing of rea Regulation Filed December 17,	guest for clarification	of a Commission	2008-12-18	pdf	29 kb				
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Better communicate the NYISO Mission

- It has been 4 years since there has been any change to the general appearance of <u>www.nyiso.com</u> (*with the exception of the new Committees section in 2008)
- PJM, ISO-NE, IMO, CAISO & IESO
 - All have updated their sites since our last update
- Add the section "NY Energy Future" to allow for new content regarding the future (i.e. Smart Grid, etc.)





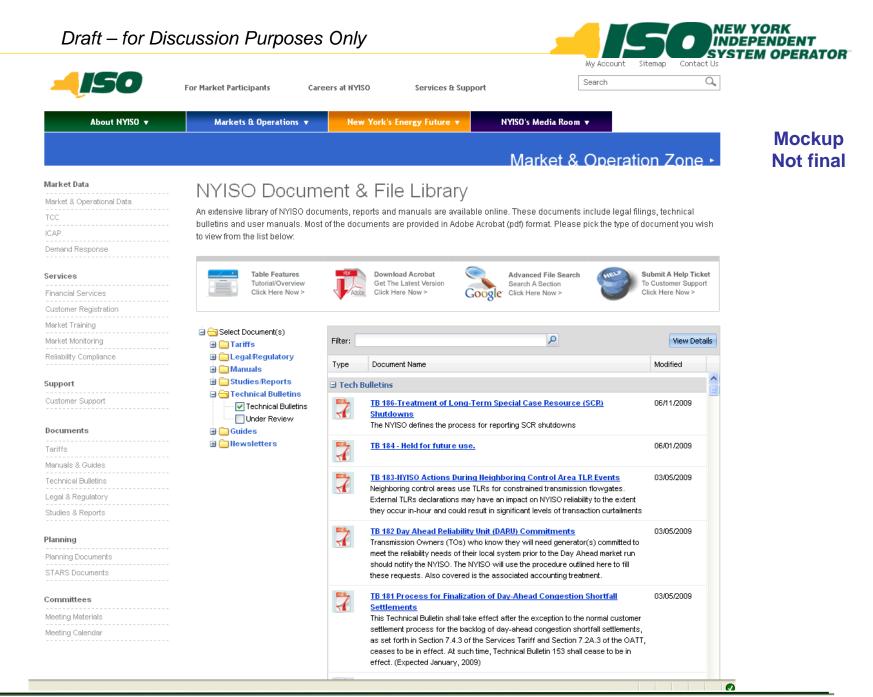
- Benefits of Restructuring
- Frequently Asked Questions
- Reliable Markets
- 10-Year Plan
- News & PR
- Company Information

Official NYISO Time

5/12/08 09:24:14 EST

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Possible Impacts:

- Removal of 'myNYISO' pages
- NYISO 'official' clock only on home and ICAP pages
- Some minor changes to site organization for better ease of locating information

** Project used almost exclusively internal resources from the NYISO Communications Department



The New York Independent System Operator (NYISO) is a not-for-profit corporation that began operations in 1999. The NYISO operates New York's bulk electricity grid, administers the state's wholesale electricity markets, and provides reliability and resource planning for the state's bulk electricity system.

www.nyiso.com