

NYISO Public Website Enhancements

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Business Issues Committee 8/12/2009



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



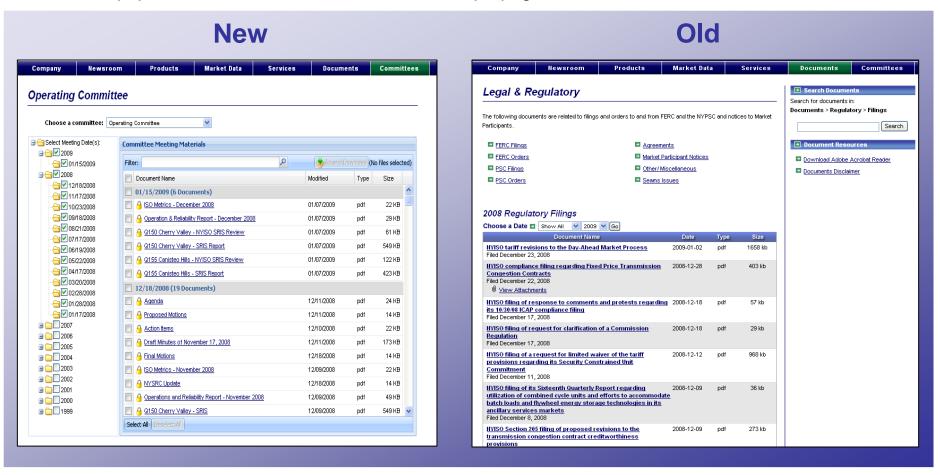
Respond to Voice of the Customer

- 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





Better communicate the NYISO Mission

- It has been 4 years since there has been any change to the general appearance of www.nyiso.com (*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.)









Inside the HYISO - This section provides information about the NYISO, including who we are and what we do.

ENTER THIS SECTION >





The Smart Grid - This section contains information about the power grid and energy markets of the future.

ENTER THIS SECTION >

MARKETS & OPERATIONS



Market & Operation Data - This section contains data and information used by our Market Participants.

ENTER THIS SECTION >

NYISO'S MEDIA ROOM



Media Room - This section provides news and highlights, as well as other fast facts and figures.

ENTER THIS SECTION >

LEARN

- ▶ Understanding the Grid
- ► NY's Energy Markets
- ▶ What is an ISO?
- ▶ Benefits of Restructuring
- ► Frequently Asked Questions

INNOVATION

- ► The Future of Energy
- About The Smart Grid
- Affordable Energy
- Reliable Markets
- ▶ 10-Year Plan

ABOUT NYISO

- ▶ Careers
- ▶ Annual Report
- Strategic Plan
- ▶ News & PR
- ▶ Company Information

MARKET Watch



NY State Real-Time Load 24,607 MW

Marginal Cost of Energy \$52.34

Official NYISO Time 5/12/08 09:24:14 EST







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ENTER THIS SECTION >



information about the power grid and energy markets of the future.

ENTER THIS SECTION >



MARKET Watch LEARN NOITAVONNI ABOUT NYISO NY State Real-Time Load Understanding the Grid ▶ The Future of Energy ▶ Careers 24,607 MW ▶ NY's Energy Markets About The Smart Grid Annual Report Marginal Cost of Energy ▶ What is an ISO? Affordable Energy \$52.34 Strategic Plan ▶ Benefits of Restructuring Reliable Markets ▶ News & PR Official NYISO Time 5/12/08 09:24:14 EST Frequently Asked Questions ▶ 10-Year Plan ▶ Company Information

Mockup

Not final





For Market Participants

Careers at NYISO

Services & Support



Search

Q,

Mockup

Not final





we are and what we do. ENTER THIS SECTION >



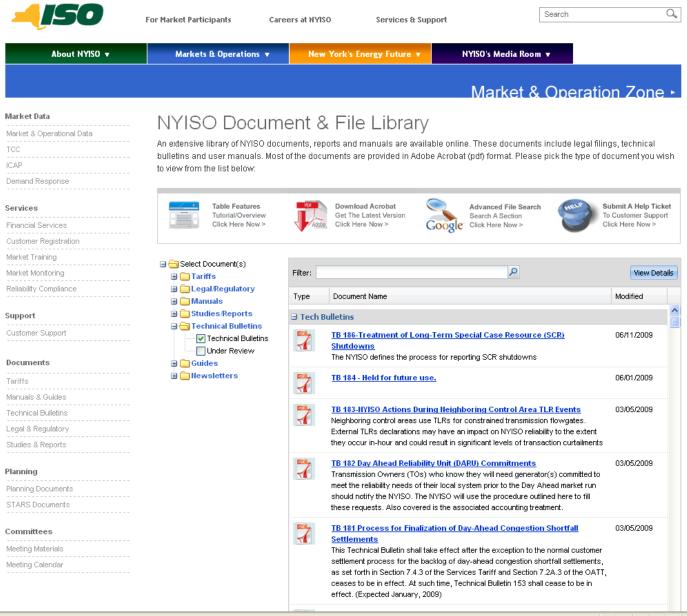
NEW YORK'S ENERGY FUTURE





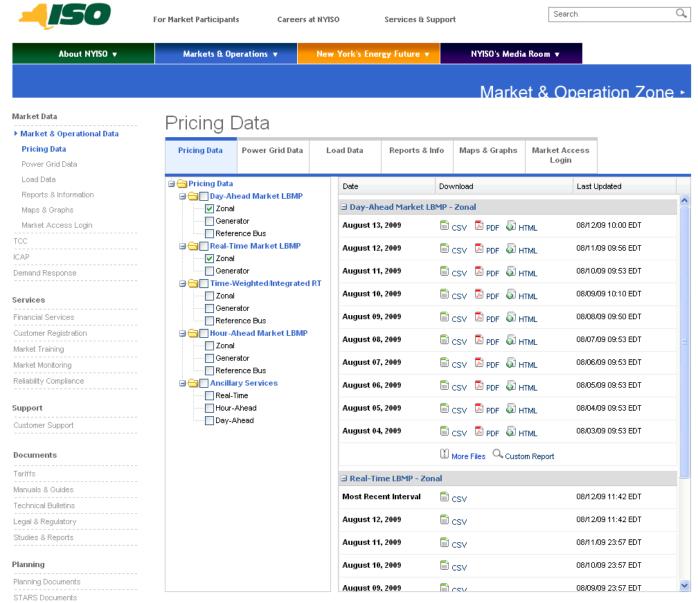
Draft - for Discussion Purposes Only





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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
- NYISO will maintain parallel sites for a short period of time
- NYISO will hold a focus group meeting to gather input on these changes
 - To be scheduled the week of Aug 24, anyone may participate

^{**} 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