

# Market Information Exchange

## Taking the ISO to the Next Level

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# Topic Overview

- I. Existing needs of the enterprise
- II. TIBCO solution and objectives
- III. Deployment
- IV. Development Guidance Group (DGG)
- V. Next steps



**An intersection of  
various business needs  
with  
One elegant solution . . .**

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Needs -

## Market Participants

- ✓ Repeatedly expressed desire for greater usability and navigability of nyiso.com website – NYISO QuickLinx provided as interim solution
- ✓ Recently requested secure “Committee” sections of website to be able to freely post and exchange documents and comments bus
- ✓ In general, want more market information in more easily-digestible format.



## Needs - **Communications Group**

- ✓ Understands that free exchange of non-proprietary market information is vital to market transparency, liquidity and continued evolution.
- ✓ Seeking to fundamentally transform communication between various audiences:
  - *Market participants*
  - *NYISO employees*
  - *Government and Regulatory Officials*
  - *Media*
- ✓ Building on experience gained from nyiso.com and nerto.com websites. Focused on two-way communication, not just “push”.



## Needs - Information Technology Group

- ✓ Responsible for technical and maintenance support for NYISO.com website
- ✓ Needs front-end to provide flexible output formats of NYISO's Enterprise Integration Technology
  - EAI creates a robust stream of information but has no "dashboard" into which to plug.
- ✓ Needs business owner to drive research, design, MP Communication issues.



# The Solution -

- ✓ TIBCO Portal Builder Software
  - *NYISO purchased in 2002 as front-end for Enterprise Information Technology (EAI)*
- ✓ Industry Leading Features:
  - *Able to accommodate robust information feeds multiple application sources such as from EAI, DSS, PI onto a single page*
  - *Allows users to personalize content according to interest areas*
  - *Allows unique set of “permissions” for each user by employing LDAP server*
  - *Excellent environment for secure sections and restricting access – will allow for approved access to maps and charts*



# The Solution *(continued)*

- ✓ Backbone for leading information driven enterprises:
  - My Yahoo
  - eBay
  - Major League baseball (*mlb.com*)
- ✓ Serves as key information tool making workers more productive at leading companies such as:
  - Phillips
  - NASDAQ
  - U.S. Navy
  - Shell Trading
  - Delta Airlines





# Objective(s)

*To categorically distinguish the NYISO as the premier electricity market in terms of its information delivery and exchange*

- ✓ Build an industry leading set of tools for all customers to interact, trade and communicate with the NYISO
- ✓ Improve the usefulness of NYISO's internet presence by providing Market Participants with easy access to and user-customization of all the information they need to do business with the NYISO
- ✓ Provide a secure internet environment that allows users to consolidate the output of the various NYISO information systems (DSS, PI, OSS Finance and Billing information, Market Data Toolbox, RT pricing and load data) that are relevant to them



# Deployment – Step One

*Research (2002 – 2003)*

***“Who are the primary customer groups and what do they really want?”***

- ✓ Polled industry at PowerMart 2002
  - *“Give us more real-time data,”*
  - *More charts and graphs*
- ✓ Elicited comment on “critical customer areas” from interdisciplinary staff from across the NYISO
  - *October 2002 – identified information “hot spots” continually referenced by customers*
- ✓ Polled NYISO Market Participants – January 2003
  - *Better access to operational info, bidding and scheduling, csv files, market prices, zone maps, etc.*



# Deployment – Step One

*MP Research (2002 – 2003) continued*

## A representative sampling of NYISO MP comments:

- ✓ “... I can never find anything. This is my number one complaint about the website.”
- ✓ “(we need)...some type of current status indicator and summary. Something like PJM or ISO-NE to indicate problems, peak loads, etc.”
- ✓ “Similar to Yahoo’s portal where you can select and move around modules would be great.”



# Deployment –

## *“Phase I: Design and Development”*

- ✓ Convert highly accessed existing information streams on NYISO site into “portlets” or modules
- ✓ Re-design look and feel of site to make it easier to read and navigate
- ✓ Replace search function with Google technology for better, more effective searching
- ✓ Address Committee request for secure environment for information exchange as soon as possible



# Why are we here today?

- ✓ To address the request for a secure section of the website
- ✓ To solicit participation from BIC and OC in a focus group to help define content and serve as “Development Guidance Group.”



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# Evolving Paradigm for NYISO Web Presence

- ✓ Old paradigm
  - Website gets “makeover” every two-to-three years, attempting to incorporate collected feedback into one-size-fits-all model
  
- ✓ New Paradigm
  - Direct feedback loop (tank track approach) established to continually incorporate user feedback. More dynamic in orientation. Modular design allows easy customization and addition of “portlets” depending on user needs



# Planned Features

- ✓ “Committee” Portal Page
  - *Private Committee Page*
  - *Private “Portlets” including*
    - WEBEX
    - Committee Issues Status Report
    - Schedule of 2003 Committee Meetings
- ✓ Private forum for discussions
- ✓ Private document repository



# A Rough Idea of What We are Talking About

Welcome to MSN.com - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address http://my.msn.com/

msn.com MSN Home My MSN Sign In Monday, Mar 31

Search the Web:  Search

Welcome! Please sign in! H&R BLOCK

Change Content Change Color Change Layout

Sign In

See your local news and weather Change the colors and layout of your page Select your favorite content

Featured on My MSN

**Daily Horoscope from Center.com**  
Personalized horoscopes, Chinese readings, love forecasts and more.  
Add to My MSN...

**Communicate**

- Hotmail
- MSN Messenger
- Alerts
- Calendar
- Chat
- Groups
- Mobile

**Top 10 Lists**

**Movie Box Office**

- Head of State
- Bringing Down the House
- The Core

**MSNBC News**

Front Page News from MSNBC

**Baghdad pounded as forces wait**

An armada of B-1, B-2 and B-52 bombers hammered communication and command centers in Baghdad on Monday as

**Weather**

Forecast

Los Angeles, CA

Today	Tue	Wed	Thu
82° / 56°	70° / 53°	63° / 50°	67° / 50°

Other Cities

New York, NY 40° / 28°

London, United Kingdom 60° / 44°

Look up your weather:  Go

Select your cities...

**Personal Finance**

Stock Quotes

Name	Last	Change	% Chg
Dow	8,145.77	unchanged	0.00%
S&P	863.50	unchanged	0.00%
NASDAQ	1,369.60	unchanged	0.00%

Update

Quotes by S&P, 20 min. delay



# Additional Development Phases...

- ✓ Customized default pages developed for the following groups:
  - *General public*
  - *Billing and Accounting*
  - *Operations and Planning*
  - *Traders*
  - *NYISO Staff*
- ✓ Single sign-on for information and bidding functions



## Next Steps...

- ✓ Establishment of joint BIC/OC Development Guidance Group (DCG) to review proposed content, serve as beta testers and advise about initial roll-out
- ✓ Implementation of “Committees Page” security process with pre-population of usernames and passwords
- ✓ Official roll-out of new “Committees Page” for all committee population for Summer 2003
- ✓ Development and roll-out of succeeding pages during SMD 2.0 new project lockdown phase



## For More Information -

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