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Smarter energy
for a smarter planet.



Smarter energy is smarter business.

Dear [first name] [last name],

Resource constraints, environmental regulations, increasingly proactive consumers, and potentially disruptive technologies are combining to change how energy and utility organizations operate in the 21st century. In order to thrive, utilities must transform these challenges into opportunities.

READ [Transforming the energy value chain](#)

Through work with hundreds of energy and utilities organizations worldwide, IBM has developed valuable insight into how to successfully transform the energy value chain.

Read "[Transforming the energy value chain](#)" to:

- Learn the three key imperatives for developing smarter energy systems.
- Consider the stages in transforming energy systems to be smarter.
- Read case studies of energy and utility organizations that are helping pave the way for smarter energy.

Sincerely,

Charles Jenkins
Program Director
Global Energy and Utilities Industry
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Join the conversation:



The scale of the challenges facing energy and utility organizations is significant.

Read "[Transforming the energy value chain](#)"

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