



# GridCORTEX

SoftServe's AI-Powered Utility Intelligence Framework · Powered by NVIDIA

Internal Strategy Brief · INTERNAL — SoftServe + NVIDIA

## THE CORE INSIGHT

**Utilities want AI. They don't know exactly what to do with it. And neither do most AI companies.**

Every major utility is asking the same question: how do we use AI in our operations? At the same time, every AI software company is showing up at utility doors saying 'we can build anything you want, let's work together.'

That approach will not work. And here's why:

| PROBLEM 1                                                                                                                                                                                                                                            | PROBLEM 2                                                                                                                                                                                                                                                                | PROBLEM 3                                                                                                                                                                                                                                                                                                                 |
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| <p><b>Utilities don't understand AI.</b></p> <p>Most can identify 1 or 2 use cases they want. They don't have a roadmap.</p> <p>'We can build anything' lands on a blank stare.</p> <p>They need to be shown what's possible, in their language.</p> | <p><b>AI companies don't understand utilities.</b></p> <p>They pitch solutions that Schneider, GE, OSIsoft, Hitachi/ABB, and Siemens already built into OT platforms years ago.</p> <p>The utility's first question: 'My ADMS already does that. Why do I need you?'</p> | <p><b>There is no pre-built library.</b></p> <p>Every engagement starts from scratch: discovery, scoping, design. All before any value is proven.</p> <p>Utilities can't afford that timeline. And SoftServe can't scale it.</p> <p>Our competitors that understand this will leap ahead of us. We have to lead this.</p> |

## THE OPPORTUNITY

The incumbent OT vendors (ADMS, EMS, SCADA, GIS, and AMI platforms) are very good at what they were built to do. But there is a layer of intelligence those systems cannot and do not provide:

| What OT Platforms Already Do                                                                                                                                                                                                                                                                                                             | What No Platform Can Do Today                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
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| <ul style="list-style-type: none"><li>• Execute grid switching and control</li><li>• Store SCADA telemetry and alarm history</li><li>• Display the real-time network state</li><li>• Manage outage tickets and crew dispatch</li><li>• Calculate power flow under known conditions</li><li>• Manage DER and AMI data ingestion</li></ul> | <ul style="list-style-type: none"><li>• Predict where a storm will break your grid before it arrives</li><li>• Identify which transformer will fail next, before it does</li><li>• Explain in plain English why that breaker keeps tripping</li><li>• Score wildfire ignition risk at every span, in real time</li><li>• Answer a large load feasibility question in days, not months</li><li>• Run a physics-accurate simulated training scenario on your current changing network topology beyond the norm</li></ul> |

**The gap between those two columns is where GridCORTEX lives. No one has built it for utilities at scale.**

## WHAT GRIDCORTEX IS

GridCORTEX is a pre-built, utility-specific AI intelligence framework that sits above the OT stack. It reads from existing systems and returns answers those systems cannot generate. GridCORTEX is read-only into OT and control systems

— it does not issue control commands, switching actions, protection changes, or dispatch instructions. Workflow outputs to enterprise systems such as WMS, EAM, reporting tools, or customer platforms are allowed only through approved integrations, human review, and client-defined governance.

|                                                           |                                                |                                                   |                                                        |
|-----------------------------------------------------------|------------------------------------------------|---------------------------------------------------|--------------------------------------------------------|
| <b>Operations</b><br>Control Room & Field Force           | <b>Resilience</b><br>Storm, Wildfire & Climate | <b>Asset</b><br>Fleet Health & Economics          | <b>Edge</b><br>Planning, DER & Grid Edge               |
| <b>Customer</b><br>Revenue & Service Intelligence         | <b>Connect</b><br>Large Load & Interconnection | <b>Enterprise</b><br>Compliance, Security & Board | <b>Robotics</b><br>Physical AI & Autonomous Inspection |
| <b>Nuclear</b><br>Nuclear Operations & Fleet Intelligence |                                                |                                                   |                                                        |

187 validated use cases across 23 operating domains. Built from 33 years of utility operations expertise, not a generic AI playbook.

### WHY THIS APPROACH WINS

- **We never compete with the OT platforms.** GridCORTEX sits above ADMS, EMS, SCADA, and GIS. It makes those systems more valuable, not redundant. The utility's existing stack stays in place.
- **We walk in with a pre-built answer.** Instead of 'we can build anything,' we walk in with 187 proven use cases mapped to the exact problems utilities face. The sales conversation starts with demonstration, not discovery.
- **We solve the blank stare problem.** Utilities that can only name 1–2 use cases leave a GridCORTEX discovery session with a prioritized roadmap. We do the thinking for them.
- **We are NVIDIA-native.** Earth-2, Omniverse, PhysicsNeMo, Isaac ROS 2, Jetson, cuOpt, RAPIDS. This is the compute stack that makes physics-accurate storm simulation, autonomous robotics, and real-time optimization possible. No competitor combines utility domain depth with this foundation.
- **We are read-only into OT.** The biggest objection in every utility AI conversation is 'what happens to our control systems.' GridCORTEX never touches controls. That is an architectural invariant, not a configuration. It ends the security conversation immediately.
- **We understand utility grids and pains.** Utilities don't buy people who know AI. They buy people who know the grid. And they don't care that your AI engineers have PhDs and worked at NASA, they want to know if you understand their pain points and can actually help solve them. GridCORTEX was built on that premise.

### WHY SOFTSERVE. WHY NOW.

The power and utilities market is at an inflection point. Electrification, extreme weather, data center load growth, and aging infrastructure are forcing utilities to modernize faster than their current systems can support. Every major utility has budget for AI. The nuclear sector is undergoing a genuine renaissance — Microsoft's TMI-1 restart, Amazon's Susquehanna PPA, and every major hyperscaler evaluating nuclear co-location have created a commercial category that did not exist two years ago. But no one has given utilities or nuclear operators a credible, utility-specific, production-ready framework to buy into.

The window to establish leadership is now. The AI vendors who go to market first with pre-built utility solutions (not promises) will set the reference architecture that everyone else has to compete against.

**GridCORTEX is SoftServe's stake in the ground.** It positions us not as a systems integrator who builds what customers ask for, but as the company that already knows what utilities need, has built it, and can prove it works.

### THE UNIFIED MESSAGE

One of the biggest opportunities we have to accelerate growth in Power & Utilities is establishing a unified market message around a repeatable solution, rather than approaching customers with disconnected capabilities. That's the work I'm leading with GridCORTEX. By bringing together AI, operational intelligence, and utility-specific outcomes into a cohesive, repeatable suite, we can position SoftServe as a thought leader in the industry rather than just another services provider. It also strengthens our relationship with NVIDIA because they see us investing in a tangible solution that drives demand for their technology, not simply reselling their products. A clear, differentiated solution gives our sellers a stronger story, creates market recognition, and provides customers with a concrete vision of the value we can deliver.

WHAT WE NEED TO WIN

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| Internal Alignment    | GridCORTEX needs to be SoftServe's named go-to-market offering in Power & Utilities. Not a side project. Sales, delivery, and leadership need to speak with one voice.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| NVIDIA Co-Sell Motion | The full NVIDIA stack is the technical differentiator. We need to formalize the co-sell motion and get GridCORTEX on NVIDIA's reference architecture for energy.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| Lighthouse Clients    | One replay pilot with a major IOU proves the storm co-simulation story. One robotics POC proves physical AI. Those two references change every conversation that follows.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| Protected Investment  | <p>This is a framework product, not a project. The demo environment, go-to-market materials, and first-pilot funding must be treated as product investment, not billable scope.</p> <p><b>Noedra Relationship Resolution</b></p> <p>Siemens Energy's Grid AI Lab in Orlando names SoftServe as a collaborator. The Noedra platform is being trialed at OUC and Duke Energy. Before GridCORTEX appears in any of these conversations, SoftServe leadership must confirm the exact role, IP boundaries, and go-to-market posture. See 05_GridCORTEX_Noedra_vs_GridCORTEX for the full architectural argument and sequencing guidance.</p> <p><b>Nuclear Market Entry</b></p> <p>The nuclear renaissance is accelerating: Microsoft's TMI-1 restart, Amazon's Susquehanna agreement, and every major hyperscaler evaluating nuclear co-location have created a commercial category that did not exist two years ago. GridCORTEX Domain 19 (Nuclear) covers 17 use cases — life extension economics, NRC regulatory intelligence, SMR siting, and data center co-location PPA structuring — and deploys with no NRC software qualification required. No competitor has this. The first nuclear engagement is a strategic priority when the right account opens — but the primary GridCORTEX market entry motion remains the four lead domains: Connect, Resilience, Asset, and Operations.</p> <p>The same buyer-expansion logic now extends beyond the utility: Domain 20 (ISO/RTO Markets) makes the seven U.S. system operators themselves a client class — queue study acceleration under FERC Order 2023, market rules intelligence, resource adequacy twins, and market surveillance. Domains 21 and 22 add competitive retail energy providers (churn and hedge-risk analytics) and independent power producers (PPA structuring, behind-the-meter data center deals). One framework, ten agents, 187 use cases across 23 operating domains — and four distinct buyer institutions it can now be sold to.</p> |