



GridCORTEX

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

Document Packet Guide · INTERNAL ONLY

This guide tells you exactly what every document in the GridCORTEX packet is for, who should receive it, and when to use it.

Master Document Index

#	TYPE	DOCUMENT	AUDIENCE	CLASSIFICATION	WHEN TO USE
000	DOCX	000_GridCORTEX_Internal_Strategy_Brief	SoftServe + NVIDIA leadership only	INTERNAL ONLY	Leadership alignment before any external GridCORTEX activity — the why-now / why-SoftServe argument in one page
1	DOCX	01_GridCORTEX_One_Pager	All audiences — every meeting	EXTERNAL SAFE	Any meeting, any audience — always the first leave-behind
2	DOCX	02_GridCORTEX_Framework_Guide	Clients, partners, utilities	EXTERNAL SAFE	First full document when a client wants more than the one-pager
3	PPTX	03_GridCORTEX_Executive_Presentation	All audiences — internal slides stamped	MIXED — REMOVE STAMPED SLIDES FOR CLIENTS	One deck for every meeting with a screen; the final slide is stamped INTERNAL ONLY — remove it before presenting to a client
4	DOCX	04_GridCORTEX_Competitive_Intelligence_INTERNAL	SoftServe AEs + sales leadership	INTERNAL ONLY	Before any call where a competitor may surface — never share externally
5	DOCX	05_GridCORTEX_Noedra_vs_GridCORTEX	SoftServe leadership + AEs	INTERNAL ONLY	Before any conversation touching Siemens Energy, Noedra, OUC, or Duke Energy — read Section 8 before proceeding
6	DOCX	06_GridCORTEX_Solution_Architecture_INTERNAL	SoftServe technical + delivery teams	INTERNAL ONLY	Solutioning, scoping, SOW development, architecture

#	TYPE	DOCUMENT	AUDIENCE	CLASSIFICATION	WHEN TO USE
					reviews
7	DOCX	07_GridCORTEX_Use_Case_Library_INTERNAL	SoftServe AEs + solution architects	INTERNAL ONLY	Discovery prep, proposal scoping, pipeline reviews — internal engine
8	DOCX	08_GridCORTEX_Sales_Motion_and_Lifecycle_Flow	SoftServe AEs + partner-facing teams	INTERNAL ONLY	The AE playbook: six-step motion, three entry paths, event demos, partner hand-offs
9	DOCX	09_GridCORTEX_GTM_and_Managed_Services_Model	SoftServe leadership, delivery, commercial, and Managed Services CoE	INTERNAL ONLY	Commercial and operating model design, managed services structure, pricing and SLA decisions, leadership planning sessions
10	PPTX	10_GridCORTEX_Internal_Training_Onboarding	New SoftServe AEs, SAs + alliance team	INTERNAL ONLY	Onboarding a new team member — framework, document stack, and tools in one deck
11	DOCX	11_GridCORTEX_ISO_RTO_Market_Context_Matrix_INTERNAL	SoftServe AEs + solution architects	INTERNAL ONLY	Before any call touching an organized market — per-ISO profiles, pain points, and use case fit for all 7 ISOs/RTOS; companion to the UC 20.x deep dives
12	DOCX	12_GridCORTEX_Demo_Strategy_Playbook_INTERNAL	Ronnie + SoftServe AEs + marketing	INTERNAL ONLY	How to demo GridCORTEX: the four-tier GridCORTEX Live demo system, workshop-to-pilot choreography, DTECH 2027 playbook, and video scripts. Companion: Storm Mode scenario demo on the website (Demos menu)

Which Documents to Use — By Phase

PHASE 1 Internal Alignment	Goal: Get SoftServe and NVIDIA leadership aligned on GridCORTEX as the flagship utility framework. 000 Internal Strategy Brief — read before the internal alignment meeting. The leadership why-now argument: why SoftServe must own the utility AI layer, what GridCORTEX is, and what leadership needs to do to activate it. INTERNAL ONLY — never share externally. ▶ 01 One-Pager — hand in advance or at the start ▶ 03 Executive Presentation — present in the meeting (internal slides included) ▶ 04 Competitive Intelligence — brief the AE team beforehand
PHASE 2 AE Readiness	Goal: Equip every SoftServe rep with a consistent, confident answer to 'what can you do for a utility?' ▶ 01 One-Pager — carry always, every utility call ▶ 02 Framework Guide — read before your first client meeting ▶ 07 Use Case Library Internal — discovery prep filter before every call ▶ 04 Competitive Intelligence — read before any call where a competitor may surface ▶ 09 GTM & Managed Services Model — the full lifecycle motion, managed services commercial model, pricing, and pod structure ▶ 08 Sales Motion Flow — the eight-step lifecycle motion; read before your first pitch or event demo
PHASE 3 First Client Contact	Goal: Introduce GridCORTEX to a utility executive in a first meeting or warm introduction. ▶ 01 One-Pager — leave behind at the end of every first meeting ▶ 02 Framework Guide — email after the meeting when they ask for more ▶ 03 Executive Presentation — if you have the floor for 20+ minutes
PHASE 4 Discovery + Scoping	Goal: Run a discovery workshop and scope the first pilot engagement with a utility. ▶ 07 Use Case Library Internal — your internal filter before and after the session ▶ 06 Solution Architecture Internal — internal scoping, SOW, and estimation

Detailed Document Profiles

Every document in the packet — what it contains, who it is for, and the rules for using it correctly.

01	01_GridCORTEX_One_Pager [DOCX] GridCORTEX One-Pager <i>The 90-second read that works for any audience, any meeting, any moment</i>
AUDIENCE	▶ Every SoftServe AE before any utility call ▶ NVIDIA partner teams being introduced to GridCORTEX ▶ SoftServe leadership needing quick orientation ▶ Any meeting where you have two minutes and no screen
PURPOSE	▶ Gives the complete picture of GridCORTEX in one page: what it is, what it is not, the 9 solution domains, the 5 competitive advantages (including the Nuclear Domain differentiator), and the 3-step engagement model ▶ Answers 'what does SoftServe do for utilities?' without requiring a presentation ▶ Structured so an AE can talk through it in three minutes or leave it without narration ▶ Uses consulting-delivered engagement language — no SaaS pricing, no subscription framing
USE WHEN	▶ Email or print before any utility-related meeting regardless of formality ▶ Hand across the table at the start of an introductory call ▶ Use as a reference before jumping into a longer document or deck ▶ Leave behind after any meeting as the thing the executive will actually keep
DO NOT USE	▶ Do not substitute for a full presentation when you have the floor — it is a starter and leave-behind, not a closer ▶ Do not email as the only document — always pair with a brief note or context

02	02_GridCORTEX_Framework_Guide [DOCX] GridCORTEX Utility Intelligence Framework Guide <i>The flagship 20-page document — the full story, client-ready</i>
AUDIENCE	▶ Utility C-suite and VP-level executives who want more than the one-pager ▶ SoftServe AEs who need the complete narrative before client meetings ▶ NVIDIA partner teams who need framework-level understanding ▶ Any stakeholder asking 'can you send me something that explains what this is in full?'
PURPOSE	▶ Covers Why Utilities Need This, the Gap Layer concept, all 9 solution domains with detail, four-layer architecture, full NVIDIA technology table, Five Chairs capability story, engagement model, and five sample solutions ▶ Includes the architecture diagram — the full visual of where GridCORTEX lives relative to OT and enterprise systems ▶ Written for both internal and external audiences — contains no internal pricing or strategy ▶ Replaces both the internal and client 'What Is It?' documents from the old stack
USE WHEN	▶ Email after a first meeting when the executive asks for more detail ▶ Share with NVIDIA partners for framework-level onboarding ▶ Use as pre-read before a formal presentation or discovery workshop ▶ Leave behind after the Executive Presentation for executives who want the written version
DO NOT USE	▶ Do not use as a substitute for the Executive Presentation if you have the floor — the deck is more impactful in a live meeting

- ▶ Do not send cold without context — pair with a brief cover note framing the relevant section

03

03_GridCORTEX_Executive_Presentation [PPTX] GridCORTEX Executive Presentation

The 13-slide client-ready deck — one deck for all audiences

AUDIENCE	▶ Utility C-suite and VP-level executives in a formal first presentation ▶ SoftServe and NVIDIA leadership for internal alignment presentations ▶ Utility board or steering committee if asked for a formal briefing ▶ Any meeting where you have 20–30 minutes and a screen
PURPOSE	▶ Fourteen slides — thirteen client-safe plus one stamped INTERNAL closing: cover, market forces, what GridCORTEX is, the cortex-and-grid thesis visual, 9 solution domains, architecture, NVIDIA stack, Five Chairs / Why SoftServe, competitive position, engagement model, sample solutions, and the go-to-market closing asks. A separate client version (03) omits the internal go-to-market asks ▶ One deck, one file: the final four slides carry a red INTERNAL ONLY stamp and contain the go-to-market closing asks. 03 (Client) for utility executives and partners, omits internal asks. Present through the last unstamped slide for clients; REMOVE every stamped slide from the copy you share or present externally. Keep going past the stamp for internal leadership sessions ▶ The Five Chairs slide is the most important differentiator in the room — read it before every presentation ▶ The engagement model slide uses consulting-delivered language with no dollar amounts or SaaS framing
USE WHEN	▶ Primary pitch vehicle for any formal meeting with a screen — internal or client-facing ▶ Send as follow-up after a strong verbal introduction to crystallize the conversation ▶ Use at industry events or utility summits when given the floor ▶ Pair with the One-Pager as the leave-behind after the presentation
DO NOT USE	▶ Do not use as a first cold touchpoint — set it up with a prior conversation or the One-Pager ▶ Do not substitute this for a Discovery Workshop — this creates interest, not scope

04

04_GridCORTEX_Competitive_Intelligence_INTERNAL [DOCX] Competitive Intelligence Guide — Internal

Who is in the market, what they have, and exactly how to position against them in the room

AUDIENCE	▶ SoftServe AEs before any utility call where competitors may surface ▶ Sales leadership for territory and account strategy ▶ NVIDIA alliance team for competitive positioning briefings ▶ Anyone who gets the question 'how are you different from GE Vernova / Schneider / Palantir?'
PURPOSE	▶ Deep competitive profiles on 13 competitors across 5 categories: GE Vernova GridOS, Schneider One Digital Grid, Siemens Gridscale X, Siemens Energy Noedra, Palantir AIP, Google WeatherNext, Microsoft Azure Digital Twins ▶ Win condition bullets for each competitor — the exact positioning to use in the first 30 seconds of a competitive conversation ▶ URGENT ALERT: The Noedra section requires internal verification before any external use — SoftServe is named as a collaborator on the Siemens Energy Grid AI Lab ▶ The competitive summary matrix shows why no competitor combines all of GridCORTEX's structural advantages
USE WHEN	▶ Read the win condition bullets before any call where a competitor might be mentioned

	▶ Use the competitive matrix during internal pipeline reviews to identify the right positioning for each prospect ▶ Review the Noedra section and resolve the internal verification before any Siemens Energy, Duke Energy, or OUC call ▶ Brief new AEs on this document during onboarding before their first utility call
DO NOT USE	▶ NEVER share with utility clients — this is internal competitive strategy ▶ Do not reference the Noedra section in any external conversation until SoftServe's role in the Grid AI Lab is confirmed internally ▶ Do not use this document in a client meeting — it is background intelligence only

05

05_GridCORTEX_Noedra_vs_GridCORTEX [DOCX]

Complementary by design — an internal positioning & strategy brief

Who is in the market, what they have, and exactly how to position against them in the room

AUDIENCE	▶ SoftServe leadership and AEs before any conversation touching Siemens Energy, Noedra, OUC, or Duke Energy. ▶ ▶ ▶
PURPOSE	▶ Explains why GridCORTEX does not compete with Siemens Energy Noedra and how the two are complementary — GridCORTEX is the read-only intelligence layer above execution platforms like Noedra. ▶ ▶ ▶
USE WHEN	▶ Read before any account where Siemens Energy or Noedra may be present, and before positioning GridCORTEX at OUC or Duke Energy. ▶ ▶ ▶
DO NOT USE	▶ Internal only — do not share externally. A separate Siemens-facing version will be prepared when ready. ▶ ▶

06

06_GridCORTEX_Solution_Architecture_INTERNAL [DOCX]

Solution Architecture Guide — Internal Master

The full technical architecture: 9 domains, NVIDIA stack, integration model, security design — one master version

AUDIENCE	▶ SoftServe solution architects and delivery teams scoping engagements ▶ SoftServe technical pre-sales doing detailed capability discussions ▶ NVIDIA technical teams evaluating the GridCORTEX stack alignment ▶ SoftServe delivery leads doing technical due diligence before accepting scope
PURPOSE	▶ Complete technical design: NVIDIA engine mapping per domain, OT integration architecture, security framework, deployment model, and commercial delivery model ▶ The nine-domain section contains full operating scope including NVIDIA components and integration requirements ▶ Three inviolable positioning rules — enforced in architecture, not messaging — are the most

	important section for any technical scoping conversation ▶ One master version replaces the previous internal and client architecture documents — clients see the architecture section in the Framework Guide and Executive Presentation
USE WHEN	▶ Internal scoping calls and estimation sessions before proposal development ▶ SOW and proposal development requiring technical scope definition ▶ Architecture review sessions with NVIDIA solution architects ▶ Technical due diligence by SoftServe delivery leads before accepting scope
DO NOT USE	▶ Do not share with clients — clients see the architecture summary in Documents 2 and 3 ▶ Do not use as a sales document — this is internal delivery and engineering reference ▶ Do not cite internal pricing sections in any client conversation

07

07_GridCORTEX_Use_Case_Library_INTERNAL [DOCX] **Use Case Library — Internal Master (187 Solutions)**

The backbone of the sales motion and the discovery engine — every solution, every buyer, every pilot design. Domain 19 (Nuclear Operations and Fleet Intelligence) adds 17 use cases covering nuclear plant life extension, primary component analytics, regulatory intelligence, data center co-location PPA structuring, SMR siting feasibility, and advanced reactor digital twins.

AUDIENCE	▶ SoftServe AEs preparing for any utility call ▶ Solution architects scoping pilots and proposals ▶ Business development building account-specific target lists ▶ Practice leaders identifying where existing SoftServe work maps to the GridCORTEX framework
PURPOSE	▶ Every use case has: the executive buyer, the budget line, the data requirements, the NVIDIA technology stack, the pilot design, and an executive pitch paragraph ▶ Organized by 19 domains mapping exactly to the 9 GridCORTEX solution domains — search by domain, buyer, or maturity track ▶ Track A and Track B designations tell you which solutions require mature OT integration vs. which can be piloted at earlier maturity levels ▶ This document turns 'tell me your pain points' into a structured discovery conversation that ends with a scoped, named engagement
USE WHEN	▶ Pre-call prep: search for use cases matching the prospect's known pain points before every utility meeting ▶ Discovery workshops: filter the library internally before the session, then use the GridCORTEX website use-case explorer and proposal generator with the client in the room ▶ Proposal development: pull the relevant use cases and pilot designs to structure a scoped engagement ▶ Internal pipeline reviews: use the buyer and budget line fields to identify the right stakeholder at each account
DO NOT USE	▶ Do not share with clients — use the GridCORTEX website use-case explorer and proposal generator for any client-facing discovery ▶ Do not send the internal library to a client contact even in a workshop setting — it contains internal data requirements, NVIDIA positioning, and pilot methodology the client should not see ▶ Do not use this as a conversation document in client meetings — it is internal prep infrastructure

08

08_GridCORTEX_Sales_Motion_and_Lifecycle_Flow [DOCX] **Sales Motion & Engagement Flow — Internal**

AUDIENCE	▶ Every SoftServe AE running utility accounts ▶ Partner-facing teams preparing NVIDIA or cloud briefings
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	▶ Event teams before DISTRIBUTECH, GTC, and partner days
PURPOSE	▶ The operating manual for the eight-step GridCORTEX lifecycle motion: three entry doors (inbound signal, proactive pitch, events & demos), the tool and document to use at each step, where NVIDIA, Siemens Energy/Noedra, and cloud partners enter the flow, managed services timing, expansion trigger questions, rules of engagement, and the full flow on one sheet. Steps 1–6 are the deal motion; Steps 7–8 are the account lifecycle.
USE WHEN	▶ Onboarding a new AE — this is the first document to read after the One-Pager ▶ Before a proactive suite pitch to a client or partner ▶ Planning event presence and booth demos; building the account plan with the document map
DO NOT USE	▶ Do not share externally — it describes internal sales strategy and partner posture ▶ Client-facing flow questions are answered by the Executive Presentation (03) engagement slides 09 09_GridCORTEX_GTM_and_Managed_Services_Model [DOCX] GTM & Managed Services Model <i>How SoftServe turns GridCORTEX into a durable recurring-revenue business — the commercial and operating model behind managed services</i> AUDIENCE - SoftServe executive leadership and practice leadership - Delivery leadership designing the managed services model (Anton, Andriy, and the Managed Services CoE) - Commercial and finance teams structuring GridCORTEX engagements and pricing - NOT for AEs in day-to-day deal execution — AEs use 08 for the deal motion PURPOSE - The commercial and operating model behind GridCORTEX managed services: four revenue streams (Advisory, Build, Managed Services, Marketplace), the eight-step lifecycle economics with fee ranges per step, and the recurring revenue thesis - Four-tier managed services model: Tier 0 Foundation (\$75K–\$150K/yr) through Tier 3 Utility AI Command Center (\$1M–\$2.5M/yr), with SLA structure and enhancement pool definitions - Six service pillars (AgentOps, ModelOps, DataOps, Enhancement Factory, Utility Workflow Optimization, SecOps), pod model, and Agentic AI automation strategy for the managed service itself - Full commercial pricing table, 3-year single-IOU scenario (\$5.7M), and \$10M–\$20M ARR target at 3–5 major IOUs - Noedra managed services factory opportunity and open leadership actions required before any Siemens-adjacent engagement Tagline: 08 sells the motion. 09 explains the business model. USE WHEN - Leadership design sessions: pod structure, SLA framework, Agentic AI automation scope, and first account design (Anton + Andriy design session) - Pricing a production engagement — when an AE needs to know fee ranges for discovery, pilot, production, and managed services to answer a commercial question - Managed services contract development: MSA template, SLA annex, auto-renewal clause, and enhancement scope definition - QBR framework design and the Noedra managed services factory positioning (pending QBR relationship confirmation) DO NOT USE - NEVER share with utility clients or NVIDIA partners — this is internal commercial strategy with full pricing and revenue math - Do not use as the AE deal playbook — that is 08_Sales_Motion_and_Lifecycle_Flow. This document is for practice leadership and delivery design, not day-to-day deal execution - Do not cite specific pricing figures in any client conversation — pricing discussions are handled

	by Ronnie and practice leadership for each engagement
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The Five Rules That Govern Everything

RULE 1 Internal Before External

Do not put any client-facing document in front of a utility until SoftServe and NVIDIA leadership have aligned on GridCORTEX internally. In those initial conversations, lead with the four domains where utility budgets are active today: Connect, Resilience, Asset, and Operations. The sequence is non-negotiable: internal alignment first, then client conversations. Documents 1 through 4 are client-safe. Documents 5 through 9 are internal only. Never cross that line.

RULE 2 One-Pager Goes Everywhere

Document 01 — the One-Pager — is the only document in the packet that goes to every audience, every time, without qualification. Every SoftServe AE carries it. It goes to SoftServe leadership, NVIDIA partners, and utility executives alike. It is the one document that works before, during, and after any meeting. Never leave a utility meeting without leaving the One-Pager behind.

RULE 3 Resolve Noedra Before Any Competitive Conversation

The Competitive Intelligence document (Document 4) contains an urgent flag: SoftServe is named as a collaborator on Siemens Energy's Grid AI Lab and the Noedra digital ecosystem. Before any external competitive conversation touching Siemens Energy, OUC, or Duke Energy, confirm internally what SoftServe's role in that lab is and whether it constitutes a conflict with GridCORTEX positioning. This is the most important unresolved question in the full packet.

RULE 4 Never Say Platform

GridCORTEX is SoftServe's AI-Powered Utility Intelligence Framework. It is not a platform. The word platform invites comparisons to ServiceNow, Palantir, Salesforce, and GE Vernova and implies SoftServe wants to become a software product company. SoftServe is a consulting, engineering, and managed services firm that delivers this framework. Say framework. Always framework.

RULE 5 Domains Grow, Agents Don't A new operating domain is a row in the library — cheap to add, easy to maintain. A new agent is a brand surface: a logo, a deck tile, a document section, a website card, a training module, and a sales motion that must be kept consistent forever. A new agent is justified only when all three tests pass: (1) a distinct buyer institution and budget line that no existing agent can credibly sit in front of; (2) a distinct regulatory or credibility domain where existing agent framing undercuts the pitch; and (3) enough use cases — roughly five or more — to sustain a standalone engagement motion. Nuclear and ISO/RTO Markets pass all three. Most ideas will not: new capabilities are use cases inside existing agents, not new agents. Differences in engineering (transmission vs. distribution load flow, generation vs. DER operations) are handled at the use case and model level — they are never, by themselves, a reason to create an agent.

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

INTERNAL — SoftServe + NVIDIA · Confidential · Do Not Distribute · June 2026

000 000_GridCORTEX_Internal_Strategy_Brief [DOCX] **GridCORTEX Internal Strategy Brief**

The leadership argument for GridCORTEX — why SoftServe must own the utility AI layer, and what it takes to win

AUDIENCE

SoftServe executive leadership, practice leadership, and key NVIDIA partners being briefed on GridCORTEX for the first time

NOT for client distribution under any circumstances — contains unfiltered competitive strategy, investment requirements, and Noedra relationship risk language

PURPOSE

The core insight: utilities want AI, AI companies don't understand utilities, and there is no pre-built library — GridCORTEX solves all three simultaneously

What GridCORTEX is — the gap layer argument, NVIDIA stack, why SoftServe wins, why now

Five things SoftServe needs to win: internal alignment, NVIDIA co-sell, lighthouse clients, protected investment, and Noedra relationship resolution

The unified message and why a coherent, repeatable suite is SoftServe's strongest move in Power & Utilities right now

USE WHEN

Briefing SoftServe leadership before the internal alignment meeting — this is the pre-read that replaces a 20-minute verbal explanation

Onboarding NVIDIA partners at the executive level — pair with the One-Pager for the first briefing

Giving SoftServe practice leaders the five investment and action requirements before leadership asks for a budget discussion

DO NOT USE

NEVER share externally — this document contains unfiltered strategy language, explicit competitive positioning, Noedra risk analysis, and direct investment requests that are not appropriate for any client or partner conversation

Do not use as a client pitch or a sales document — the One-Pager and Framework Guide serve that role

10 10_GridCORTEX_Internal_Training_Onboarding [PPTX]

Internal Training & Onboarding Deck

The enablement deck for anyone joining the GridCORTEX effort — the framework and thesis, the ten solution domains, the full document stack, the sales motion, and the tools.

AUDIENCE

New SoftServe AEs, solution architects, and NVIDIA alliance team members joining the GridCORTEX effort

Anyone who needs to get fluent in GridCORTEX quickly before their first utility engagement

PURPOSE

Brings a new team member up to speed on the GridCORTEX framework and the cortex-and-grid thesis

Orients them to the ten solution domains, the four-layer architecture, and the NVIDIA stack

Explains the full document stack and when to use each piece with which audience

Walks through the sales motion and how to run the tools (Use Case Library and the live proposal generator)

USE WHEN

A new AE, SA, or alliance team member joins — the fastest way to get them fluent in GridCORTEX

Refreshing the team on the framework, the document stack, and the tools

DO NOT USE

Never share externally — this is internal enablement content

Not a client pitch — use Doc 03 (Executive Presentation) or the One-Pager for client-facing conversations