



SoftServe + NVIDIA

Power & Utilities

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

*The intelligence layer above the grid.
Built on Grid Operations. Not a Lab.*

10

Solution
Domains

187

Validated
Use Cases

22

Operating
Domains

**Utilities don't buy people who know AI.
They buy people who know the grid.**

Internal Training & Onboarding · July 2026

Five Forces Driving Utility AI Adoption: All Accelerating Now.

01 Data Center Load Wave

The largest load growth since electrification. Utilities that answer interconnection feasibility in weeks sign the gigawatts. Those that take months lose the investment.

02 Aging Workforce & Infrastructure

Half the experienced operators retire this decade — forty years of operating knowledge walks out every Friday. At the same time, aging infrastructure raises failure risk and maintenance cost.

03 Extreme Weather Mandates

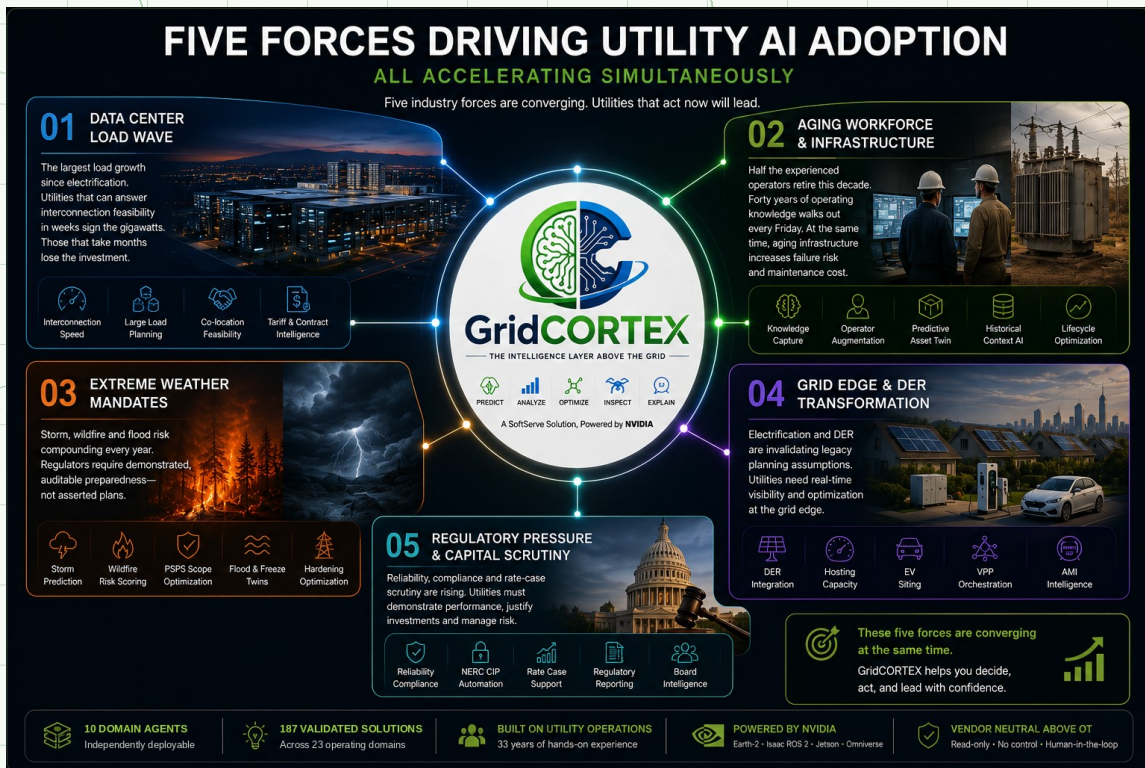
Storm, wildfire and flood risk compound every year. Regulators require demonstrated, auditable preparedness — not asserted plans. The liability of being unprepared now exceeds the cost of being ready.

04 Grid Edge & DER Transformation

Electrification, rooftop solar, EVs and storage are invalidating legacy planning assumptions. Utilities need real-time visibility and optimization at the grid edge — DER integration, hosting capacity, EV siting, and VPP orchestration.

05 Regulatory Pressure & Capital Scrutiny

Reliability, compliance and rate-case scrutiny are rising together. Utilities must demonstrate performance, justify capital, and manage risk with auditable, data-backed evidence.



The Intelligence Layer Above the Grid.

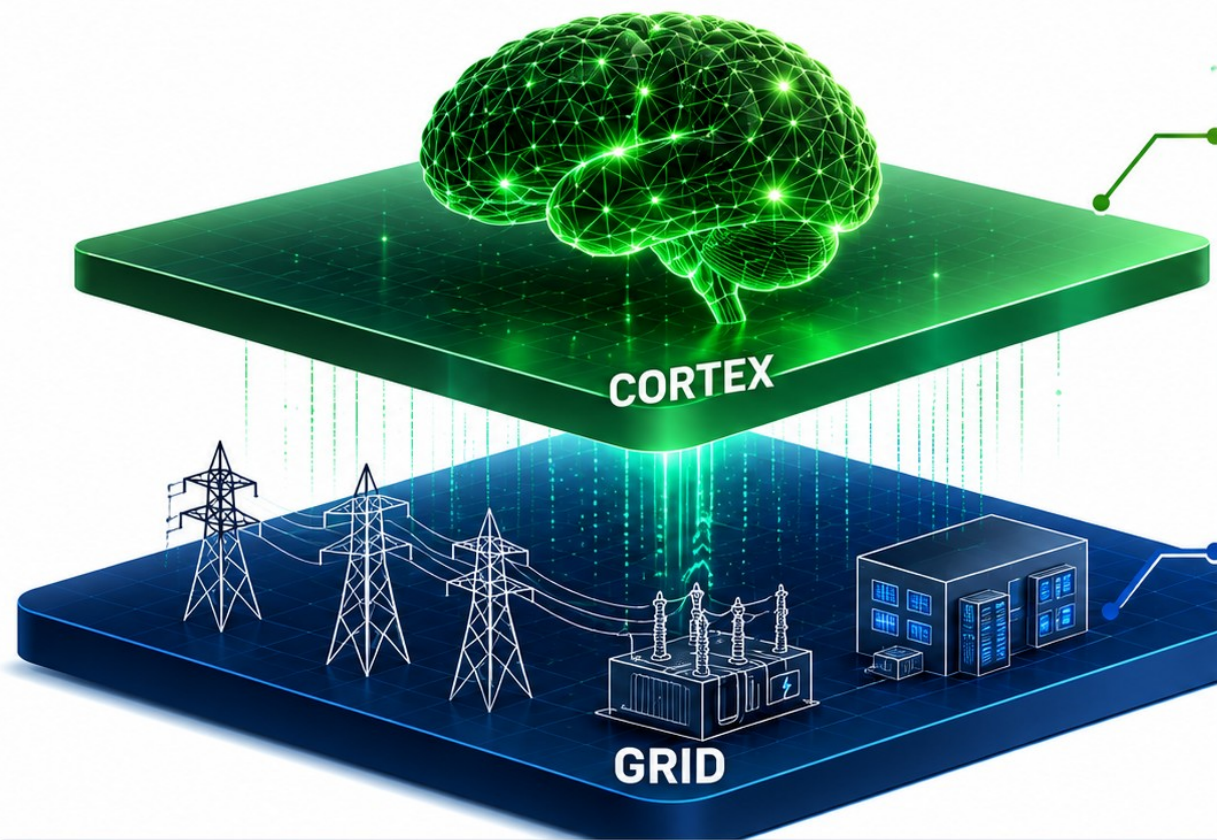
GridCORTEX sits above the systems a utility already owns, answers the questions those systems cannot, and never touches the controls.

WHAT IT IS

- A framework above, not a system among. Read-only into ADMS, EMS, SCADA, OMS, GIS, AMI.
- Ten independently deployable solution domains built on a common intelligence foundation
- Powered by NVIDIA accelerated computing: Earth-2, Isaac, Omniverse, NeMo, cuOpt · Agent Toolkit + NemoClaw (OpenShell-governed runtime)
- Built and delivered by SoftServe, vendor-neutral above the full OT stack.
- 187 utility-specific solutions, each with a named buyer and measurable outcome

WHAT IT IS NOT

- Not a control system. Zero control pathways, human-in-the-loop for every decision.
- Not an OT replacement. It makes ADMS, EMS, OMS perform better and never competes.
- Not a black box. Every recommendation includes reasoning, sources, and confidence.
- Not a rip-and-replace. Connects read-only, no disruption to existing operations.
- Not a generic AI tool. Built from 33 years of utility operations, not general AI.



CORTEX INTELLIGENCE LAYER

Thinks. Predicts. Advises.
Never controls.



AI & GenAI



Scenario Modeling



Digital Twins



Natural Language Insights



Optimization



GRID OPERATIONS LAYER

Does. Controls. Protects.
Always in control.



ADMS / EMS / SCADA



DERMS / Protection Systems



Market / CIS / Historian



Predict the Storm

See what's coming.
Prepare with certainty.



Rank What Matters

Find the assets.
Fix the right ones first.



Model the Future

Load, growth, and grid
scenarios with precision.



Accelerate Outcomes

Faster studies.
Smarter decisions.



Explain Every Answer

Transparent. Traceable.
Trusted by operators.



READ-ONLY CONNECTION
to all systems



NO CONTROL PATHWAYS
ever



HUMAN-IN-THE-LOOP
for every decision

187
USE CASES

23
DOMAINS

10
AGENTS

SOLUTION ARCHITECTURE

LAYER 4 EXPERIENCE

Role-fit interfaces — every person sees exactly what their role needs



LAYER 3 GridCORTEX — 10 DOMAIN AGENTS

Each agent deploys independently — shares the data fabric and gets cheaper to activate



LAYER 2 NVIDIA INTELLIGENCE ENGINES

Shared accelerated services — every agent draws from the same stack



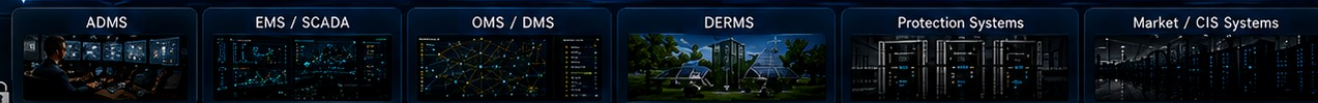
LAYER 1 DATA & INTEGRATION FABRIC

Unified, governed, real-time



LAYER 0 OT SYSTEMS OF RECORD

Connects securely across the layer utilities rely on



READ-ONLY CONNECTION TO ALL SYSTEMS • NO CONTROL PATHWAYS • HUMAN-IN-THE-LOOP FOR EVERY DECISION

EXPLAINABLE
Every recommendation includes reasoning sources & confidence

SECURE
Zero control pathways — read-only by design

MODULAR
Add one agent, benefit from all

VENDOR NEUTRAL
Works with any OT / IT stack

CLOUD & EDGE
Deploy anywhere — cloud, private, edge

NVIDIA SECURITY
Zero Trust Architecture
Data Protection
Model Security
Secure Inference
Audit & Compliance

DATA Governance
Data Quality
Metadata & Lineage
API & Streaming
Data Catalog

HISTORIAN / PI

Four Lead · Three Expansion · Three Specialized



Operations

Control room, field force, switching, restoration, AR/XR



Resilience

Storm, wildfire, PSPS, flood, freeze, vegetation



Asset

Fleet health, transformer DGA, cable failure, spares



Edge

DER, hosting capacity, EV siting, VPP, AMI intelligence



Customer

Chatbot, billing exceptions, NTL detection, rate design



Connect

Data center interconnection, co-location, flexible load



Enterprise

NERC CIP, OT cyber, regulatory filing, board intelligence



Robotics

Drone inspection, substation robot, downed conductor recon



Nuclear

Life extension, outage optimization, SMR siting



ISO/RTO Markets

Queue studies, RA twins, market surveillance

Five Chairs. One Perspective.

Most grid modernization solutions are built from a single viewpoint. GridCORTEX was built from all five.

01

The Operator



We have lived inside the utility control center. Reliability, restoration, NERC compliance, and the reality of operating a power grid when the lights are on the line.

02

The Technology Provider



We have built, deployed, and supported the industry's most advanced grid operations technology (ADMS, DERMS, OMS) across North America and internationally.

03

The Systems Integrator



We have led utility modernization programs across multiple vendors and platforms. Integration, governance, change management, and enterprise transformation at scale.

04

The Consulting Partner



We have advised utility executives on strategy, business cases, and long-term modernization planning from the executive table.

05

The AI Solutions Leader



Today we apply that collective experience to the next generation of utility intelligence. GridCORTEX starts with operations, not technology. That is the difference.

Built on the Compute Stack the Problems Actually Require.

Earth-2

Weather + climate simulation

Resilience, Connect, Operations

Isaac ROS 2

Autonomous robotics navigation

Robotics

Jetson Orin

On-device edge AI inference

Robotics, Edge, Resilience

Omniverse · Agent Toolkit + NemoClaw (OpenShell- governed runtime)

Digital twin + visualization

Asset, Robotics

NeMo / NIM

Generative AI + RAG on utility records

All 10 domains

cuOpt

Fleet + schedule optimization

Operations, Resilience

RAPIDS / cuML

Population-scale analytics

Edge, Asset, Customer, Enterprise

Metropolis

Vision AI + inspection

Resilience, Robotics

Morpheus

Cybersecurity detection

Enterprise

The Eight-Step GridCORTEX Lifecycle Motion

01

Discovery & Solution Design

2–6 Weeks

SoftServe consultants map the prospect's environment against the 187-solution library, leading with Connect, Resilience, Asset, and Operations. Every engagement is scoped to a specific gap with a named KPI agreed before engineering begins.

Rule: One KPI in writing before any engineering begins.

02

Proof of Value Pilot

3–6 Months

Discovery Workshop (\$50K–75K, 2–4 weeks): system inventory, gap mapping, KPI agreed in writing. Pilot (\$250K–500K, 3–6 months): one domain, one KPI, replay against events the utility already lived through.

Rule: Propose managed services at Step 4, not after go-live.

03

Production & Expansion

\$500K–\$1.5M Production + \$75K–\$2.5M/yr Managed Services

Production (\$500K–\$1.5M): full deployment. Step 7: convert to managed services contract before go-live — never build and leave. Step 8: expand domain by domain using the compound integration advantage. Full model in 09_GTM_and_Managed_Services_Model.

Rule: Read 08_Sales_Motion_and_Lifecycle_Flow before your first pitch.

How SoftServe Stays in the Account — and Grows It.

A

Four Revenue Streams

Discovery → Pilot → Production → MS

Four revenue streams per account, each feeding the next: Discovery Workshops, scoped Pilots, Production deployments, and Managed Services. The managed services contract is proposed at Step 4 — before go-live, never after. Build and leave is not a GridCORTEX outcome.

B

Four Managed Services Tiers

\$75K–\$1M+ per year per tier

Tier 0 Foundation (\$75K–\$150K/yr): first deployments. Tier 1 Managed Agent Operations (\$250K–\$500K/yr): production agents. Tier 2 Managed Operational Intelligence (\$500K–\$1M/yr): multi-agent. Tier 3 Utility AI Command Center (\$1M–\$2.5M/yr): large IOU, dedicated pod. Propose the tier at Step 4 — never after go-live.

C

The Compound Economics

Single large IOU: ~\$5.7M over 3 years

Every domain added costs less to integrate because the data fabric and NVIDIA stack are already in place. At 3–5 major IOUs in managed services: \$10M–\$20M ARR. If SoftServe builds but does not manage, another vendor owns the run relationship. The managed services contract is the lock. Full model: 09_GTM_and_Managed_Services_Model.

Managed services is how GridCORTEX becomes recurring revenue, not a project.

Five Advantages No Competitor Combines.

01

Practitioner Depth

GridCORTEX was designed by people who have sat in every major role in grid modernization: operator, technology provider, systems integrator, consulting partner, and AI solutions leader. Not one solution was designed from the outside looking in.

02

NVIDIA-Native Engineering

Earth-2, Isaac ROS 2, Jetson Orin, Omniverse, NeMo, cuOpt, RAPIDS, Metropolis, Morpheus. Not adapting general AI to utilities. Building on the compute stack the problems actually require.

- Agent Toolkit + NemoClaw (OpenShell-governed runtime)

03

Vendor Neutrality Above OT

SoftServe sells no ADMS, no EMS, no OT hardware. GridCORTEX is genuinely neutral above GE, Schneider, Oracle, or any other vendor. Nothing below OT to protect.

04

Nuclear Domain

Domain 19: life extension economics, component analytics, outage optimization, SMR siting, and nuclear-data center co-location. No competitor has built this.

Domain 20 extends the same edge to the seven ISOs/RTOs.

05

187 Use Cases

Every use case has a named buyer, budget line, NVIDIA stack mapping, pilot design, and executive pitch. Not a vision. A 187-solution working library built from 33 years of grid operations.

Six Solutions: Led by the Four Lead Domains.

UC 1.4 · Operations

Pre-Event Storm Preparation

Physics-informed storm modeling, crew pre-positioning, and feeder risk scoring 48-72 hours before the event. Reduces storm SAIDI.

UC 12.1 · Connect

Data Center Interconnection Engine

Completes large load interconnection feasibility in days not months. Utilities that answer fast sign the gigawatts.

UC 4.1 · Asset

Predictive Asset Health Twin

Fleet-wide asset scoring identifies failures before they happen. Defer one transformer replacement per year and the program funds itself.

UC 16.1 · Robotics

Autonomous Drone Inspection

NVIDIA Isaac-powered drone fleet replaces helicopter inspection. AI detects conductor damage, insulator failures, vegetation risk.

UC 2.1 · Enterprise

NERC CIP Compliance Automation

Automates evidence collection and audit response documentation. Reduces CIP preparation time. Improves compliance posture.

UC 7.6 · Customer

Revenue Protection & NTL Detection

Identifies energy theft and non-technical loss from AMI data. Prioritizes field investigation by expected revenue recovery.

What to Know Before You Open Your Mouth.

A



ACTION REQUIRED

Resolve before external use

SoftServe is named as a collaborator on Siemens Energy's Grid AI Lab and the Noedra digital ecosystem. Before ANY Siemens Energy, OUC, or Duke Energy conversation, confirm internally what SoftServe's role is and whether it conflicts with GridCORTEX positioning. This is the most important unresolved question in the packet.

B

Why They Don't Compete

Different layers, by design

GridCORTEX is Layer 4: read-only intelligence, advisory, simulation. Noedra is Layer 3: workflow execution, orchestration, system-of-record. Data flows up into GridCORTEX (read-only). Control flows down from Noedra. Never from GridCORTEX. GridCORTEX makes Noedra more valuable without competing with its execution role.

C

What to Say

Three answers you will need

"Does GridCORTEX compete with Noedra?" No. Different layers, complementary by design. "Can we sell at OUC or Duke?" Not yet — resolve internally first. "Is GridCORTEX tied to Siemens?" No. GridCORTEX is vendor-neutral above GE, Schneider, Oracle, Siemens, or any combination.

Sequence matters: resolve internally before any Siemens-adjacent account conversation.

What Documents Exist and When to Use Each One.

A

Client-Safe (1–4)

Share freely with clients

Doc 01 One-Pager: every meeting, every audience — always the leave-behind. Doc 02 Framework Guide: the full client-ready story. Doc 03 Executive Deck: client-safe through the last unstamped slide — REMOVE stamped slides before presenting. Doc 04 Solution Catalog: the discovery working document.

B

Internal Only (5–9)

Never leave the building

05 Noedra Brief: before any Siemens/OUC/Duke conversation. 06 Solution Architecture: scoping, SOW, architecture reviews. 07 Use Case Library (187 UCs): pre-call prep, discovery prep. 08 Sales Motion and Lifecycle Flow: the AE eight-step playbook — read before your first pitch. 09 GTM and Managed Services Model: commercial and operating model for leadership.

C

Four Rules

Non-negotiable

Rule 1: Internal alignment before any client conversation — docs 1–4 are client-safe, docs 5–9 internal only. Rule 2: One-Pager goes everywhere, every time. Rule 3: Resolve Noedra before any Siemens competitive conversation. Rule 4: Never say platform — always framework.

When in doubt: ask Ronnie before sharing any internal document.

What GridCORTEX Means for Your Job — By Function.

A

Account Executives

Your playbook

Carry the One-Pager to every utility call. Prep discovery from the Use Case Library (Doc 07) — and the ISO/RTO Market Matrix (Doc 11) for any account touching an organized market. Lead with Connect, Resilience, Asset, Operations. One KPI in writing before engineering. Never say platform.

B

Solution Architects & Delivery

Your rules

Read 06_Solution_Architecture before any technical scoping conversation. The three inviolable rules: Augment never replace. Discovery first. Explainability mandatory. Use the use case library to map existing SoftServe work to GridCORTEX domains. Document integration work — the compound advantage means the second domain costs materially less.

C

Practice Leaders & Leadership

Your strategic priorities

GridCORTEX is the named go-to-market offer for SoftServe Power & Utilities. All utility AI engagements route through GridCORTEX domains. Resolve the Noedra relationship before the QBR. Fund the first two lighthouse pilots as product investment — they are the reference stories that change every conversation that follows.

Questions? Reach Ronnie S. Mauldin • NVIDIA Solutions Director, P&U • SoftServe

How to Talk About GridCORTEX — Words That Work and Words to Avoid.

A

SAY THIS

The approved vocabulary

"AI-Powered Utility Intelligence Framework." "The intelligence layer above the grid." "Read-only above OT — augments, never replaces." "Consulting-led, engineering-delivered, outcome-proven." "187 validated use cases across 23 operating domains." "Human-in-the-loop for every decision."

B

DON'T SAY THIS

Credibility killers

"We built a utility AI platform." [Never say platform.] "It integrates with your ADMS." [Too narrow — it augments, not integrates.] "We can do anything you need." [Credibility killer.] "Our AI is very accurate." [Unverifiable.] "We'll do a subscription." [Never subscription — always managed services engagement.]

C

Locked Terminology

These are enforced — not suggestions

Always: FRAMEWORK (never platform). Always: MANAGED SERVICES ENGAGEMENT (never subscription or SaaS). Always: COMMON INTELLIGENCE FOUNDATION (never shared data fabric). Always: COMPOUND INTEGRATION ADVANTAGE (never shared-fabric advantage). Never: em dashes in written materials. Never: personal biographical details — always the Five Chairs story.

If someone uses the wrong language in front of a client, correct it before the next meeting.

The Questions You Will Be Asked — and the Answers.

A

**How is this different from
GE Vernova?**

The 30-second answer

"GE Vernova sells GridOS — software inside the OT stack. GridCORTEX is the vendor-neutral intelligence layer above it: we make GridOS, Schneider, and Oracle systems perform better, and we sell outcomes, not licenses. They are a product company; this is operator-built consulting engineering."

More Q&A scripts in 08_Sales_Motion_and_Lifecycle_Flow.

B

**Our utility already has an
ADMS. Why do they need
this?**

The augment answer

"GridCORTEX does not replace ADMS. It answers the questions ADMS cannot: where will the storm break us, which transformer fails next, can we energize this data center. The ADMS executes. GridCORTEX advises." Then move to the use case that matches their specific pain.

C

How do we price it?

*The number sequence that gets a
yes*

"Discovery Workshop: \$50K–\$75K fixed, 2–4 weeks. Scoped Pilot: \$250K–\$500K, 3–6 months. Production: \$500K–\$1.5M. Managed Services: \$75K–\$2.5M/yr depending on tier. One KPI agreed in writing before engineering begins — that is what separates GridCORTEX from every AI experiment a utility has already paid for."



GridCORTEX

The intelligence layer above the grid.

Three Things to Do This Week:

1

Read the One-Pager

Read 01_One-Pager and put it in your bag. This is what you hand every utility contact, every time, no exceptions. Know it cold.

2

Read the Competitive Intel

Read 04_Competitive_Intelligence. Memorize the six battle cards. Know what to say in the first 30 seconds when a competitor is named. You will be asked.

3

Read the Noedra Brief

Read 05_Noedra_vs_GridCORTEX before any Siemens Energy, OUC, or Duke Energy conversation. Do not surface GridCORTEX in those accounts until you have confirmed the positioning internally.