

# NYISO CLOUD MIGRATION DEAL REVIEW

Robert DiRita – Sales Executive

Sarah Harden- Cloud Director

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## The existing NYISO PLEXOS footprint was :

- Cloud Connect Server License in AWS
- 6 Concurrent Simulations
- 1986 cores utilized (~.37 spot pricing on AWS + Deprovisioning rate of 10%)
- 16 x 128 VMs
- + Test Environment infrastructure, cores, and VMs
- + 3rd Party Applications

## Technical Environment Profile:

- Main production environment in AWS using Cloud Connect Server License
- High-performance compute capacity with 1986 cores
- Cost-efficient setup utilizing spot pricing (~0.37) with 10% deprovisioning rate
- Substantial VM deployment (16 x 128 VMs)
- Comprehensive testing environment
- Integration with 3rd party applications
- Capability to run 6 concurrent simulations

## Scope of NYISO PLEXOS Upsell:

- Complete restructuring of existing contract
- 15 Named Users (2025) -> 20 (2027)
- 200 Concurrent Simulations
- 300,000 Cloud Credits
- 2 TB of Storage
- Integrated visual, reporting and analytics
- Included Test Environment
- Dedicated resources (no deprovisioning)
- Snapshot for queuing after 200th concurrent simulation execution
- 99.9% PLEXOS Uptime SLA
- Disaster Recovery and Support Response



BUSINESS CRITICAL SUPPORT

SYSTEM MONITORING, UPTIME

ENTERPRISE ADMINISTRATION

PLEXOS VERSIONS & UPDATES

INFRASTRUCTURE (TEST + PROD)

DATA HOSTING (2TB STORAGE)

UTILISATION OF SOFTWARE

## Environment Overview

### 2025/2026 – 5 Environments

**NYISO AWS (Test + Prod):**

Workload ~ 300,000 core hours



**PLEXOS Cloud (Test, Prod, Desktop):**

300,000 core hours (300,000/15 Named Users = 20k core hours per user)

PLEXOS  
CLOUD

### 2027 – 3 Environments

**NYISO AWS Workload:  
Transitioned**

**PLEXOS Cloud (Test, Prod, Desktop):**

300,000 Established Workload

+ 300,000 **AWS** transitioned workload

= 600,000 workload core hours

+ 5 Analysts at 20k core hour work

= +100,000 core hours

= 700,000 core hour workload

(+ 50,000 buffer for environment transition, additional stakeholder reporting, simulation validation, user flex, buffer)

## Challenges to winning DEAL.

- Energy Exemplar team offered Hybrid environment option based on NYISO adopting **CLM** by end of December,2024.
- This was received reluctantly and many hurdles needed to be addressed.
- The immediate EE team was able to develop and quickly cultivate a strong and trusted relationship with the ultimate key Technical and Economic decision makers.
- We were able to overcome the NYISO team pushback on this CLM issue.

## Challenges to winning DEAL.

- NYISO was not interested at all in moving to PLEXOS cloud on Azure since they are running on AWS.
- NYISO repeatedly told us that felt they were being forced to move to cloud and CLM. They did not ask us.
- They were and are “Risk Adverse” and were reluctant to move their data during their peak modeling times without assurances.
- What had been previously discussed in prior conversations with EE management was not what was ultimately approved which created a “trust” issue.

## How we Overcame Challenges and WON DEAL.

- Our team of took a step back and “listened” to the customer.
- Reuben Macapinlac did an outstanding job with presenting data and reminding NYISO of our earlier discussions.
- Sarah Harden – EE Cloud Director , immediately jumped in and established a relationship with a perceived adversary at NYISO, Anita Kuchera - Principal, IT Software Technologies.
- While Robert DiRita – Client Executive, established a new and personal relationship with Holly Quattrociocchi-Senior Procurement Analyst. Holly was calling Robert on his cell phone and providing needed feedback and guidance from the sales side.
- We set up multiple calls with the NYISO team and walked through the PLEXOS on Azure Cloud offering in detail. This process helped their team understand the “Benefits” of moving their environment to the PLEXOS Cloud. And we provided assurances that it will not disrupt their business. They had not previously been presented our Cloud solution in this manner.
- It worked! Anita Kuchera wound up giving the technical nod to her NYISO stakeholders and Sarah has established herself as a “Trusted Advisor” to Anita and to all of NYISO.

## How we Overcame Challenges and WON DEAL.

- Sarah Harden, Reuben Macapinlac and Robert DiRita along with Jack Hanley from Energy Exemplar Legal, Kallee Johnson – Sales Support Lead, Anthony Griesel Principal Software Architect - Product Development and Prajval Parthasarathy – Chief Operating Officer – Product Development all collaborated during the heat of the negotiations to get the customer to accept the best and final offer.
- Legal worked through a 65-page legal document with NYISO internal and 3<sup>rd</sup> party extended legal firm which was hired.
- By working and truly understanding our contacts concerns within NYISO, we were able to change the perception from this being a “necessary evil” for NYISO, to our team being seen as Customer Advocates. How we changed the paradigm was to deploy to Value Engineering.
- By changing the game from cost to value we were able to WIN this deal and lock NYISO in as a customer for the next 3 years.
- **“Money is what you pay. Value is what you get.”** – Warren Buffet