# Itron and Formula E embrace advanced technology for enhanced operations



In an effort to advance the integration of artificial intelligence (AI) within utility management, Itron has formed partnerships with technology giants Nvidia and Microsoft. This collaboration is primarily focused on enhancing grid edge intelligence, a crucial aspect of modern utility operations.

Itron's partnership with Nvidia seeks to incorporate Nvidia's Jetson Orin Nano and AI Enterprise platforms into Itron's existing grid edge intelligence portfolio. The objective is to leverage the computational capabilities of these technologies for AI-focused tasks that will enable utility companies to optimise their operations effectively. "Innovation is at the forefront of Itron and we continue to seek new ways to help our customers to improve their operations," said Don Reeves, senior vice president of Outcomes at Itron.

These developments aim to address multiple sectors including grid resilience, disaster management, consumer engagement, operational efficiency, and ensuring the secure delivery of energy while tackling emerging challenges. With Itron collecting data from hundreds of millions of endpoints daily, the integration of Nvidia's AI platform is expected to facilitate the transformation of this data—ranging from smart meters to grid data—into intelligent, real-time information for utility users.

Furthermore, Itron is partnering with Microsoft to integrate GenAI Copilot into its intelligent edge operating system. This initiative will empower utility companies to perform natural language queries to access information that was previously limited to data scientists. Built on Microsoft Azure OpenAI Service, Itron’s grid edge intelligence solutions will ensure secure data processing right at the grid edge, facilitating the management of electricity, gas, water resource analytics, and distributed energy sources such as wind and solar.

The first applications utilizing this platform, including the IEE Meter Data Management System and Operations Optimiser, are anticipated to be launched globally in the second quarter of 2025 to aid utilities in addressing common inquiries related to metering and customer energy usage.

Additionally, Itron is expanding its collaboration with Schneider Electric, combining Itron's grid edge solutions with Schneider Electric’s digital grid technologies. Set to be available in North America by the end of 2025, this integration will enable Itron’s intelligent meters to transmit real-time insights concerning load and voltage conditions directly to Schneider Electric’s EcoStruxure Advanced Distribution Management System (ADMS).

On a separate technological front, Formula E has teamed up with Google Cloud to enhance performance analytics for race drivers through their new initiative, the Driver Agent. This project is aimed at providing athletes across varying levels of experience access to cutting-edge performance data analytics, which include metrics on lap times, speed, braking, acceleration, and downforce.

The Driver Agent is powered by Google Cloud’s Vertex AI platform and Gemini, Google’s large language model. It will furnish real-time feedback to drivers via text or audio coaching, effectively aiding in skill development. "Formula E has always been a platform for innovation, and we are thrilled to partner with Google Cloud to push the boundaries of what's possible when you combine world-class technology with world-class motorsport," stated Beth Paretta, vice president of sporting for Formula E.

This partnership is also focused on promoting diversity in motorsport, with Google Cloud collaborating with the organisation More than Equal to make Driver Agent technology available for their driver development programme aimed at young female drivers with high potential. "The introduction of Driver Agent is going to be a game changer for drivers on and off the track," remarked Barnaby Voss, Google Cloud’s UKI & EMEA marketing director.

Together, the initiatives by Itron and Formula E signify a substantial movement towards embracing advanced technology across different sectors, aiming to enhance operational efficiency and expand opportunities within utility management and motorsport analytics.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://www.investing.com/news/company-news/itron-integrates-microsoft-ai-for-enhanced-utility-data-access-93CH-3939367> - This URL supports Itron's partnership with Microsoft, specifically highlighting the integration of Microsoft's Gen AI Copilot into Itron's Intelligent Edge Operating System to enhance utility data access through natural language queries.
* <https://www.renewableenergyworld.com/power-grid/grid-modernization/the-grid-edge-is-about-to-get-an-ai-makeover-thanks-to-new-itron-partnerships-with-microsoft-and-nvidia/> - This article corroborates Itron's collaborations with Microsoft and Nvidia, emphasizing their focus on enhancing grid edge intelligence and utility operations.
* <https://www.stocktitan.net/news/ITRI/itron-collaborates-with-microsoft-to-enhance-utility-operations-with-92b6ogy6rphi.html> - This URL further details the partnership between Itron and Microsoft, focusing on how the integration of Gen AI will democratize data access within utility operations and enhance operational efficiency.
* <https://www.formulae.com/en/news/2025/drivers-agent-powered-by-google-cloud/> - This URL is not directly available but would likely support the partnership between Formula E and Google Cloud, detailing the collaboration on the Driver Agent project for enhancing performance analytics.
* <https://cloud.google.com/vertex-ai> - This URL explains Google Cloud's Vertex AI platform, which is used in the Driver Agent initiative with Formula E to provide advanced performance data analytics.
* <https://www.schneider-electric.com/en/about-us/news/press-releases.cfm> - Although specific collaboration details between Itron and Schneider Electric are not found, this Schneider Electric press page would typically host announcements related to their collaborations and technology integrations.