The value of the smart grid to utilities

Entirely dependent on customer engagement

Avoided costs  |  Operational savings
Load management  |  Energy efficiency  |  Customer loyalty

Entirely dependent on customer engagement
Opower has invested over $100M on building the energy consumer engagement platform.
We work with ~100 clients across 7 countries

40% of US energy data under management (100 billion reads)
The BG&E Story: skyrocketing power price at peak times

PJM Day-Ahead, Wholesale Electricity Prices

INCREASE (from lowest point)

1100%
Partnered with BGE to deploy dynamic pricing to 100% of residential customers.

- **49%** Dynamic Pricing
- **14%** Avoided Costs
- **16%** Operational Savings
- **21%** Energy Efficiency
2014 After smart meter deployment

35,000 Reads/Year
2014 After smart meter deployment

3000x MORE DATA
Historic approaches to DSM: Utilities struggled to move beyond pilots

ISSUE 1: Limited Scale

ISSUE 2: Hiding the benefits

ISSUE 3: Failure to get attention
Capabilities required to meet this challenge

- Technology Scale
- Data Rich
- Multi-Channel
- Behavioral Science
Pre-event notification
Build awareness ahead of peak events

Online Reinforcement
Consistent with outbound channels

Multi-channel
Reach customers where they are

Normative Comparison
More durable than rebates alone

Post-event summary
Feedback on $ and kWh saved
Engagement across their consumer base
Delivering significant peak reduction

5% average reduction
And customers love it
To Conclude: Demand Response has a clear role re EU energy targets

- **20% Decrease** in greenhouse gas emissions
- **20% Increase** in the share of renewable energy
- **20% Decrease** in energy intensity

The Engaged Customer