



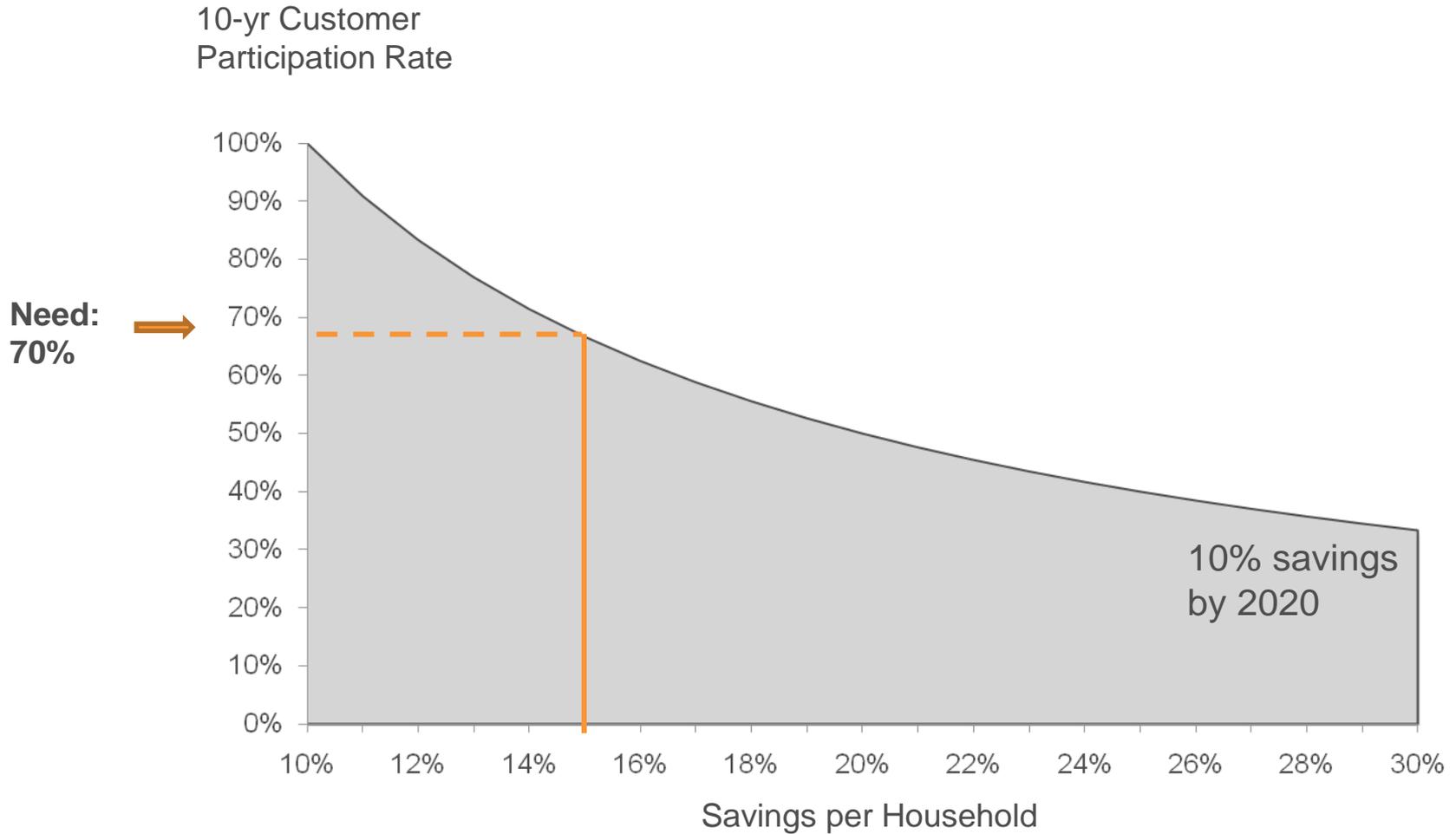
The Next Decade for EE: The Need for Advanced Customer Engagement (ACE)

Aggressive New State EE Goals

- Minnesota: 1.5% each year
- Illinois, Ohio: 20% by 2020
- Maryland, New York: 15% by 2015
- Vermont: 2% each year
- Other states between 10-20% by 2010*

*ACEE Study: Meeting Aggressive New State Goals, March 2009

Dramatic Shift in Customer Engagement Needed



How Are we Doing Today?

Example in Boulder City, Colorado

City of Boulder Profile (US Census)	Population
Residents	91,000
Households	42,000
Businesses	15,000

“What we've found is that for the vast majority of people, it's exceedingly difficult to get them to do much of anything”¹

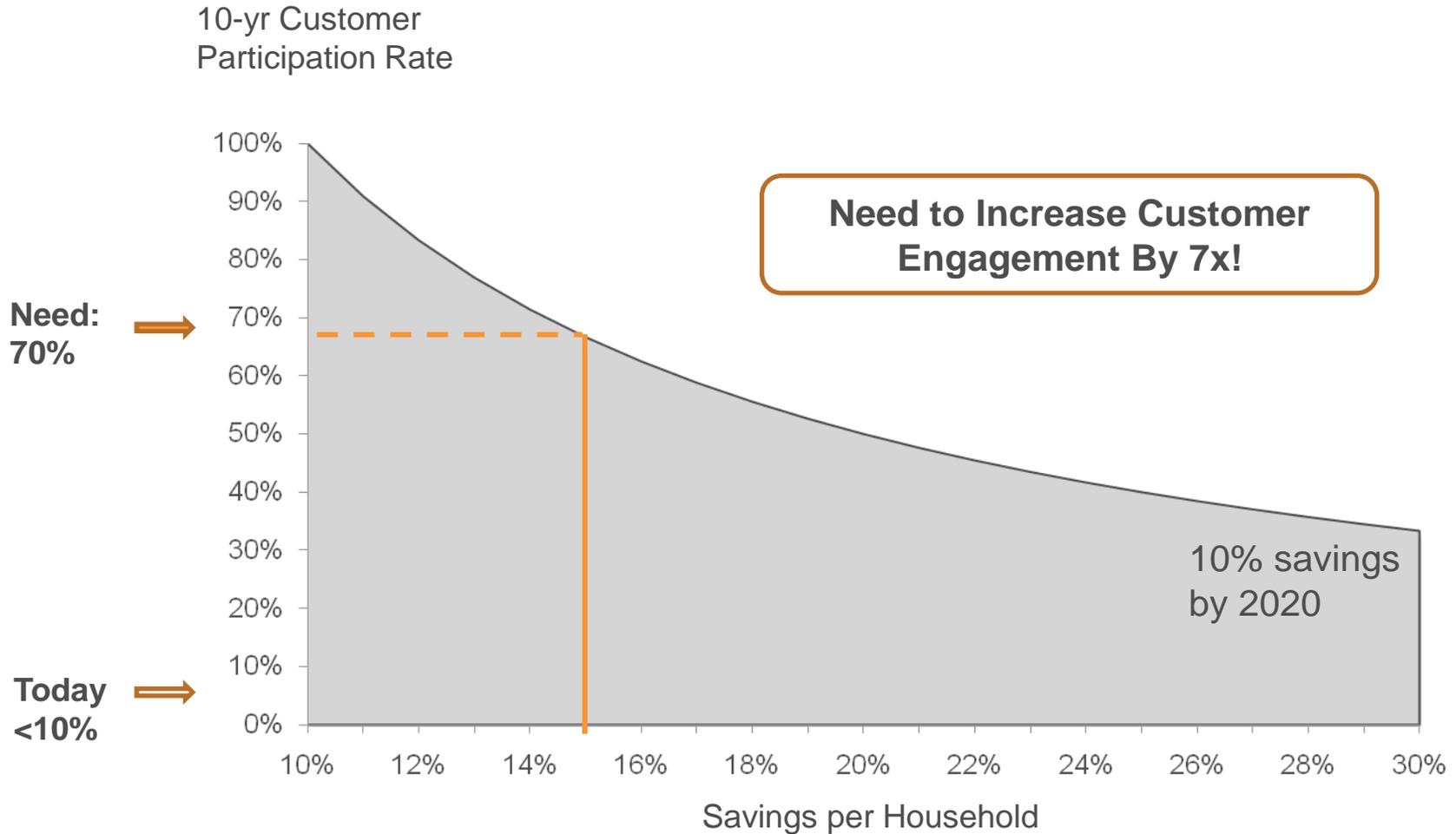
*Kevin Doran
University of Colorado*

3-Year Smart City Program Impact (Since 2006)

Efficient Action	Participants	% Participation
Energy Audits – Residential	750	1.8%
Energy Audits – Business	75	0.5%
Insulation Rebates – Residential	106	0.3%
Conservation Kits – Residential	550	1.3%
Commit to Conserve 10% (Business)	45	0.3%

¹ Simon, Stephanie. “Even Boulder Finds It Isn’t Easy Going Green.” The Wall Street Journal. US News 13 Feb 2010

Dramatic Shift in Customer Engagement Needed



Smart Grid to the Rescue?

Web Portal

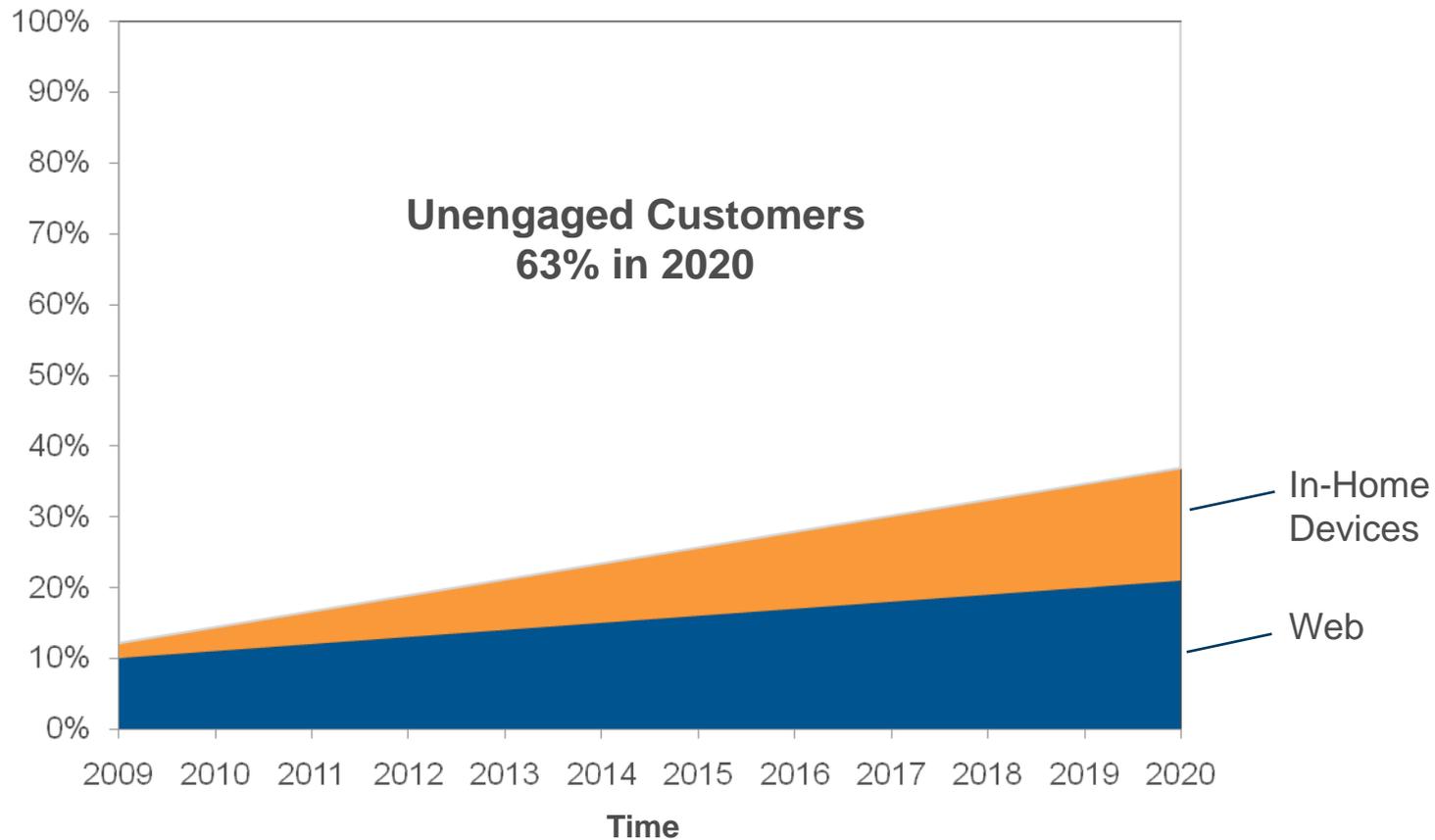


In-Home Display



Smart Grid's Customer Reach

Adoption Rate



* Source: SCE CPUC Smart Grid Filing

We Have A Problem...

- Need 70% Customer Participation by 2020
- We are getting about ~1% per year today
- It doesn't look like the Smart Grid will help

“Enterprise-Level” Customer Engagement Capability

CUSTOMER FACING

UTILITY FACING

MAIL

WEB

DEVICES

CSR TOOLS



INSIGHT ENGINE™

Targeting Engine

Pricing Engine

Usage Analytics

Normative Analytics

Alert System

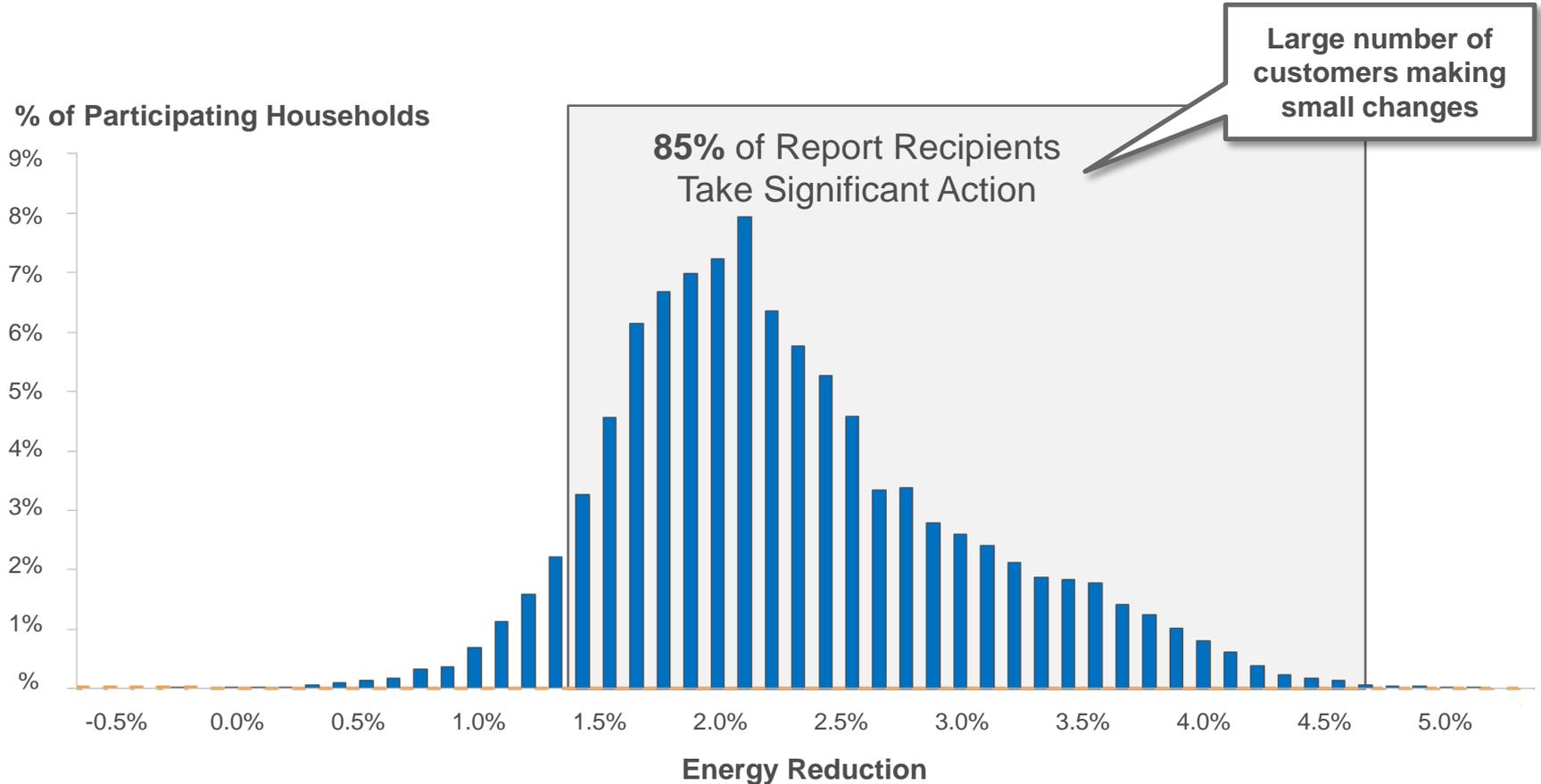
The Key to Engaging Customer On Energy Use?

A “Secret Sauce” that seems to work:

1. Proactive, Multi-Channel Communication
2. Individualized Messaging
3. Analysis & Insights, Not Data
4. Applied Behavioral Science

IMPACT OF ADVANCED CUSTOMER ENGAGEMENT

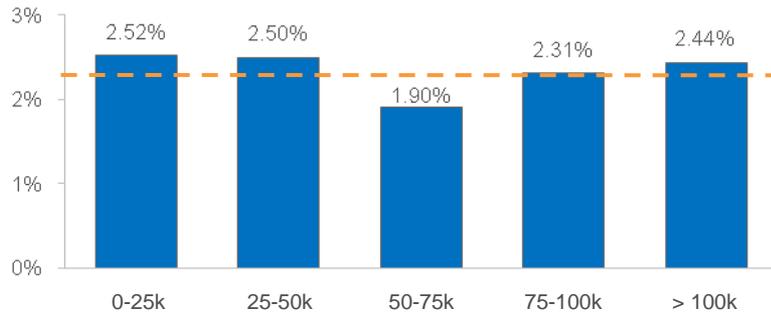
Our Customer Participation Rate is Exceptionally High



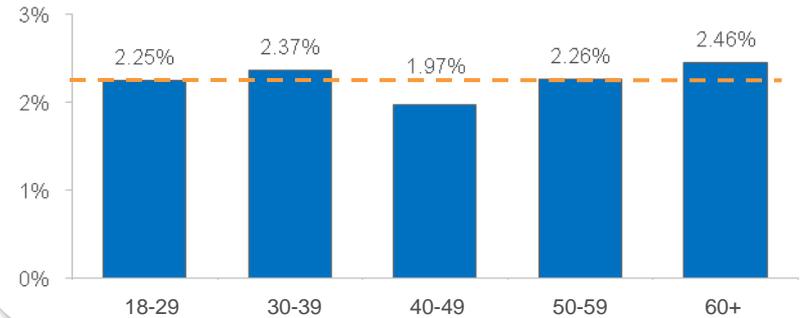
Independent Verification by Leading M&V Consulting Firm Demonstrates High Customer Participation

Impact Across All Segments

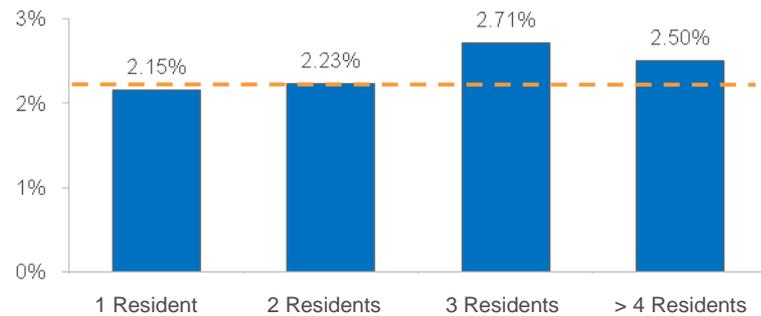
Energy Savings by Income



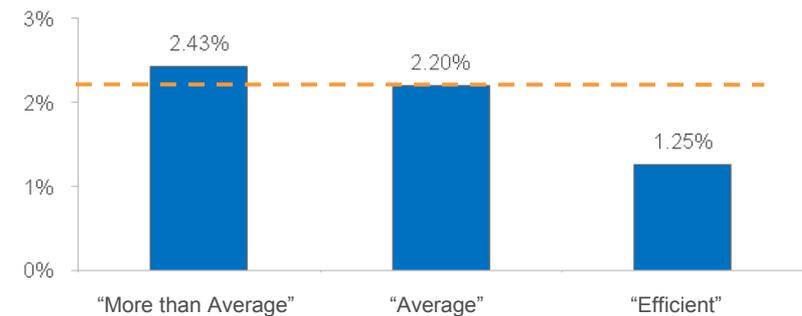
Energy Savings by Age



Energy Savings by # of Residents



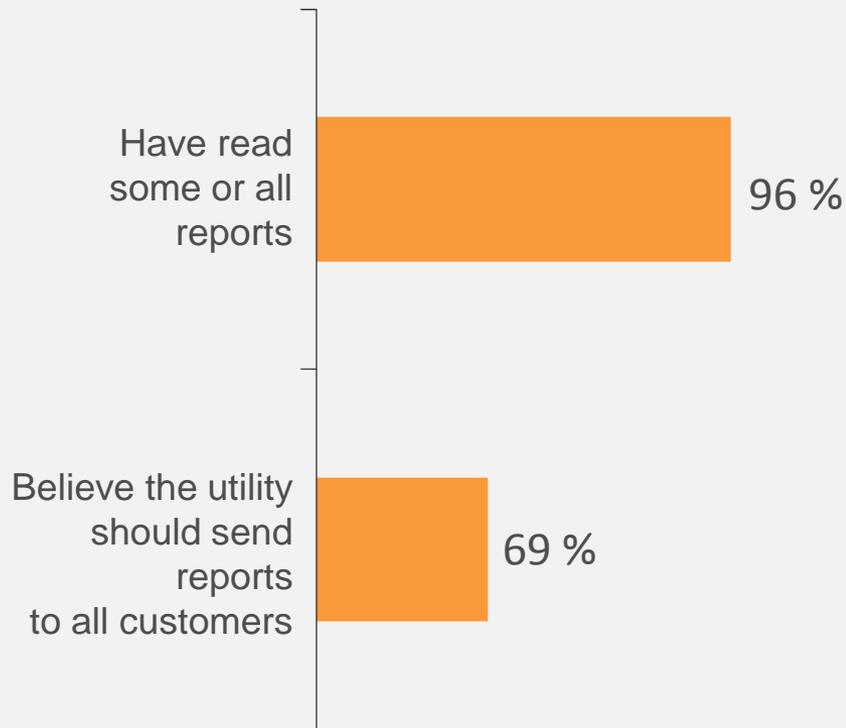
Energy Savings by Household Efficiency



Impact Variance Very Low Across Demographic Groups and Energy Profiles

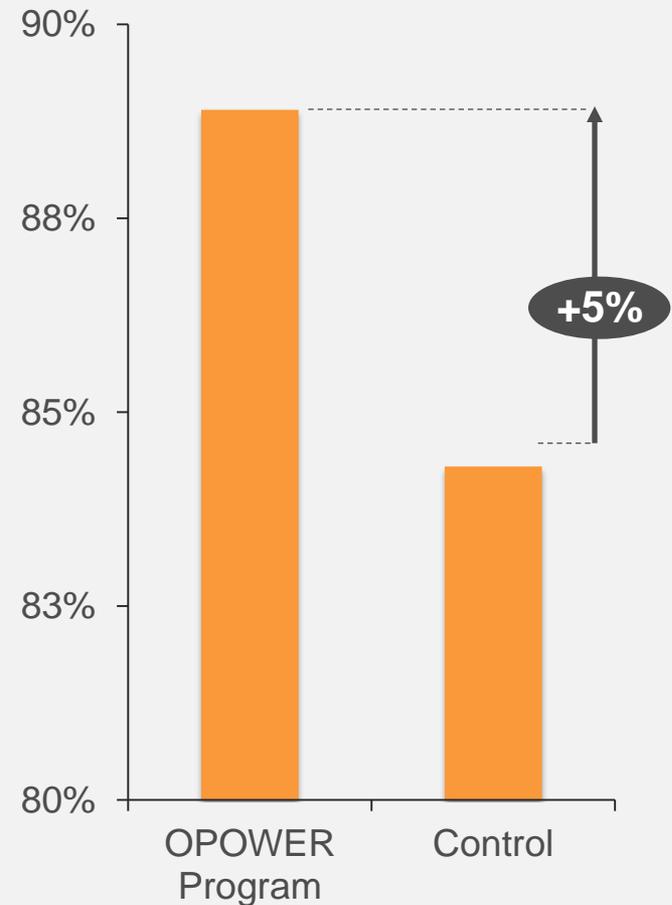
OPOWER Consumers: More Engaged and Satisfied

Customer receiving OPOWER energy reports



SOURCE: Third party customer survey conducted at OPOWER utility clients (n= 451)

Satisfaction with utility



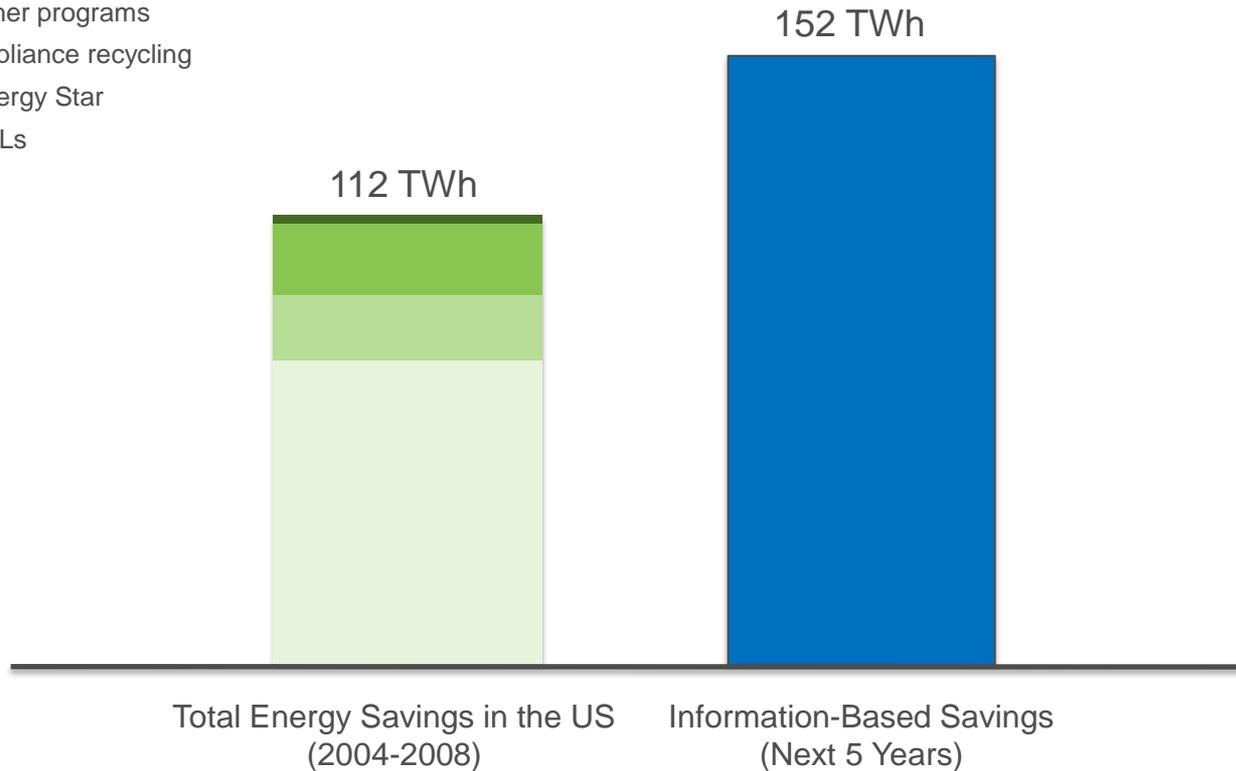
SOURCE: Third party customer survey conducted at OPOWER utility clients

ACE Means Delivering Unprecedented Energy Savings

Residential Energy Savings

5-Year Timeframe

- Other programs
- Appliance recycling
- Energy Star
- CFLs



*EIA usage and energy efficiency data for 2004-2008

**Assumes OPOWER drives 2.5% energy savings across 90% of residential electricity consumption for 2004-2008 period

Thank you

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