



***NEW HORIZON***

**TECHNOLOGIES**

*Energy Services, LLC*

# 2009 National Symposium on Market Transformation

Energy information Systems – Market  
Transformation from an insider's  
Viewpoint

John R. McBride, CEO  
New Horizon Technologies

# Evolution

- ◆ Performance Monitoring
- ◆ Electric End-use Metering
- ◆ Natural Gas End Use Metering
- ◆ DSM Evaluation
- ◆ EMCS
- ◆ Energy Accounting Systems
- ◆ End-User Enterprise Systems
- ◆ Smart Meters

# Applications

- ◆ Performance Monitoring
- ◆ Load Research
- ◆ Customer Feedback
- ◆ M&V
- ◆ Benchmarking
- ◆ Engineering
- ◆ Cost Allocation
- ◆ Demand Response

# Market Drivers

- ◆ "Green" Technology
- ◆ Frugality Is Now "Good."
- ◆ Last Summer We Saw the Future
  - ◆ National Energy Plan

# Market Barriers

- ◆ No capital Investment Funding
- ◆ Resource Allocation Prioritization
- ◆ Energy Efficiency Intangible
- ◆ Intellectual Capital is Scarce
- ◆ Entropy is increasing

# Future Directions

- ◆ Outsourced Subscriptions
  - ◆ Expert Systems
- ◆ Command & Control