

Emerging Technology: Lightning Round

Presented at the 2019 ACEEE National Conference on Energy Efficiency
as a Resource

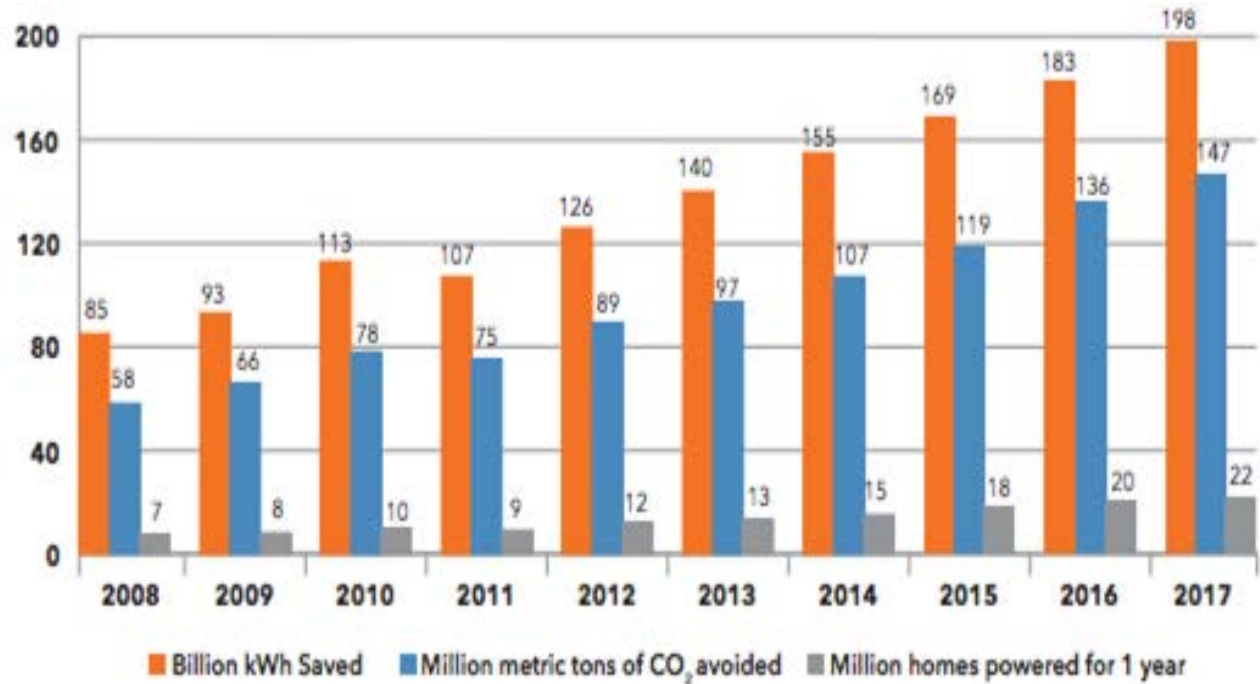
Applying an Integrated Approach to Engage, Activate, Orchestrate for a Clean, Resilient, and Consumer Centric Grid

Adam Farabaugh



Utility-Run DSM Achieves Real Savings

Energy Efficiency Savings & GHG Emissions Avoided (United States 2008-2017)



Source: The Edison Foundation, Energy Efficiency Trends in the Electric Power Industry (2008-2017) March 2019, Prepared by: Adam Cooper Lorraine Watkins
https://www.edisonfoundation.net/iei/publications/Documents/IEI_Energy%20Efficiency%20Report_Mar2019.pdf

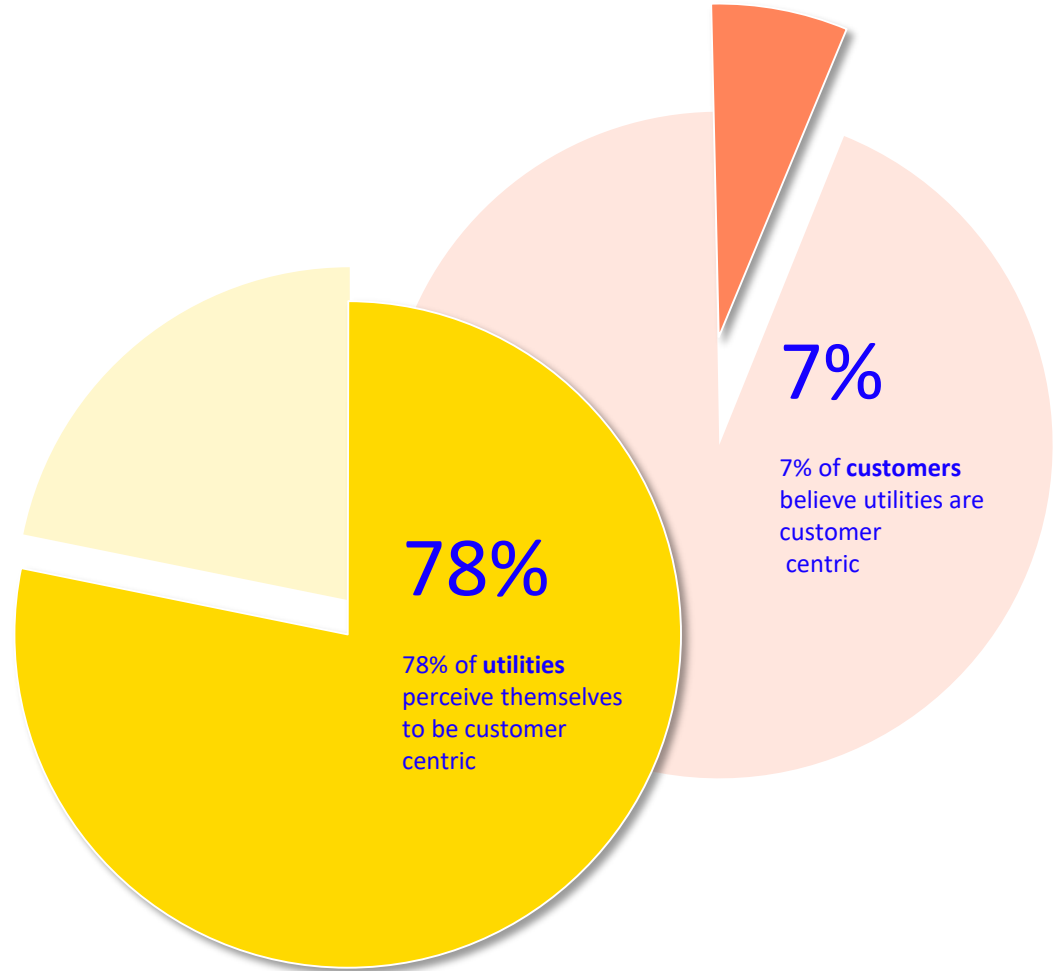
But Savings Aren't Increasing Fast Enough and Customers Pay the Price

- Siloed Budgets & Programs
- Uncoordinated Outreach & Messaging
- Programs Designed for Minimal Acceptable Benefits

- 
- Higher Bills
 - Unrealized Savings
 - Customer Confusion

- 
- Lower C-Sat
 - Missed Regulatory Goals & Objectives
 - Missed Customer Opportunity by Utility

Despite Significant Investment, Utilities are Not Succeeding at Customer Centricity



*CapGemini 2018

Program Conversion Rates & Customer Acquisition Costs for Smart Thermostat Demand Response Programs

Utility Marketing to Recent
Thermostat Purchasers

DR Enrollment Embedded
in Utility Marketplace

Program
Conversion
Rates

10 – 20%

70 – 80%

Cost per
Customer

\$35-50

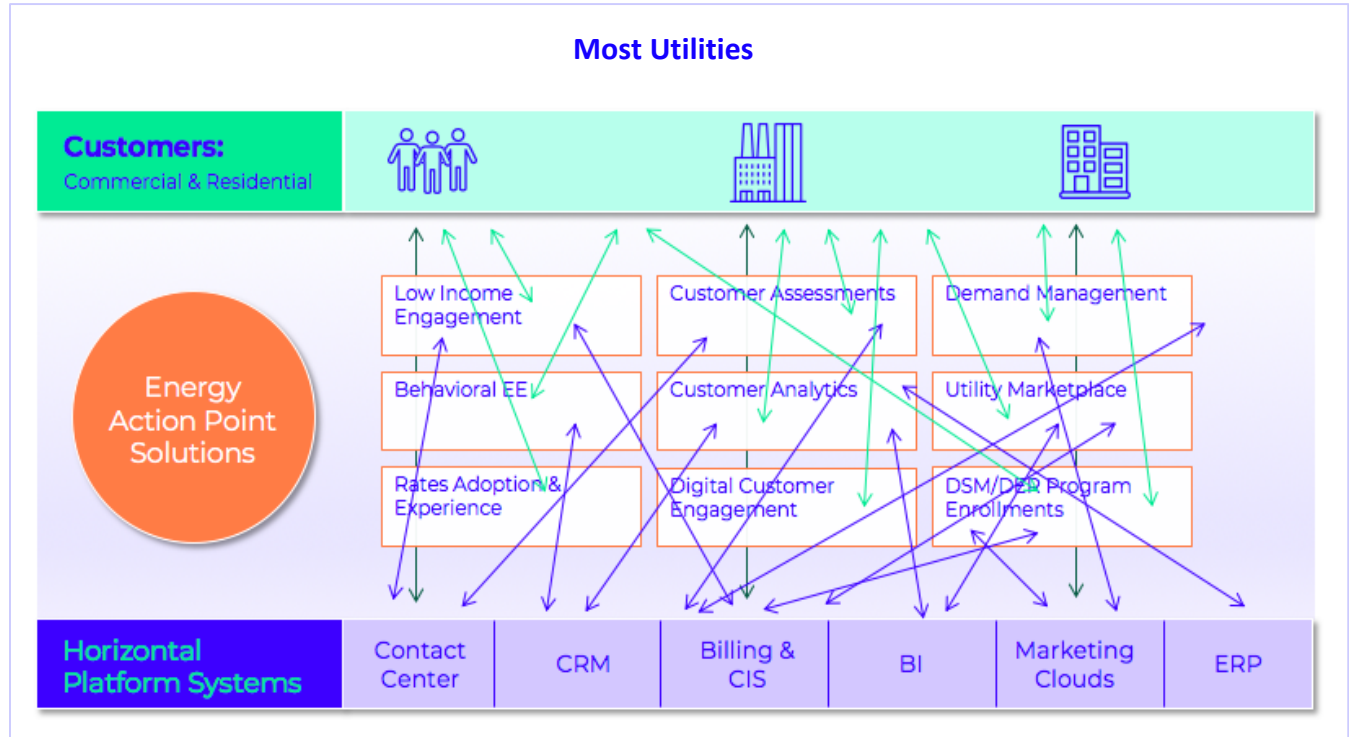
\$7-9*

Source: Uplight internal analysis and client provided data.

*Implied from analysis

Why Is This Happening? Because Programs Aren't Integrated!

ACEEE* found only 11% of utilities had a high level of program integration between EE & DR programs



*Source: Integrated Energy Efficiency and Demand Response Programs, Dan York, Grace Relf, and Corri Waters September 2019

Disconnected
Experiences
and Actions
Cannot Achieve Long-
term Utility Business
Goals

20 Million+

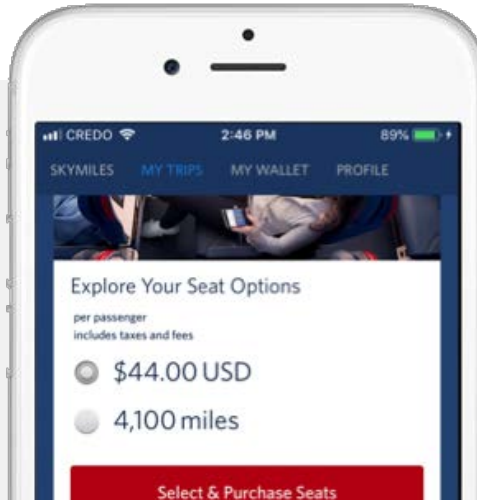
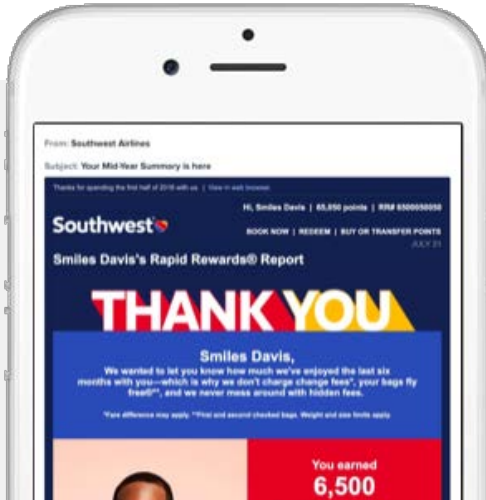
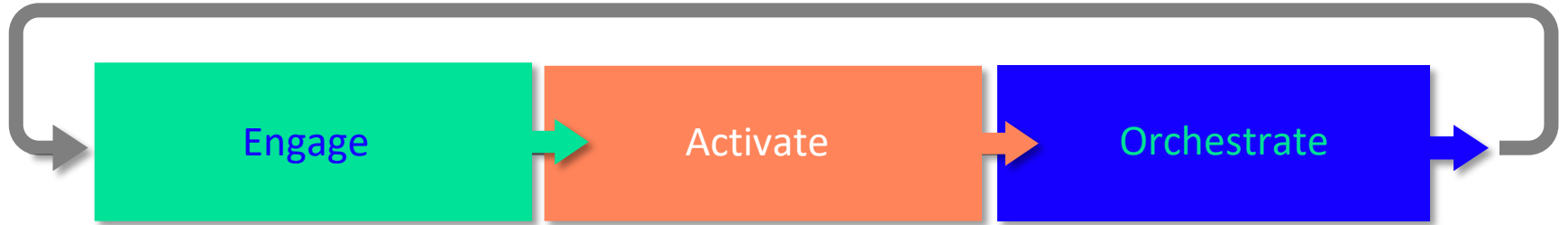
Customer touchpoints per
year being squandered.*



Natural market advantage
being neutralized.

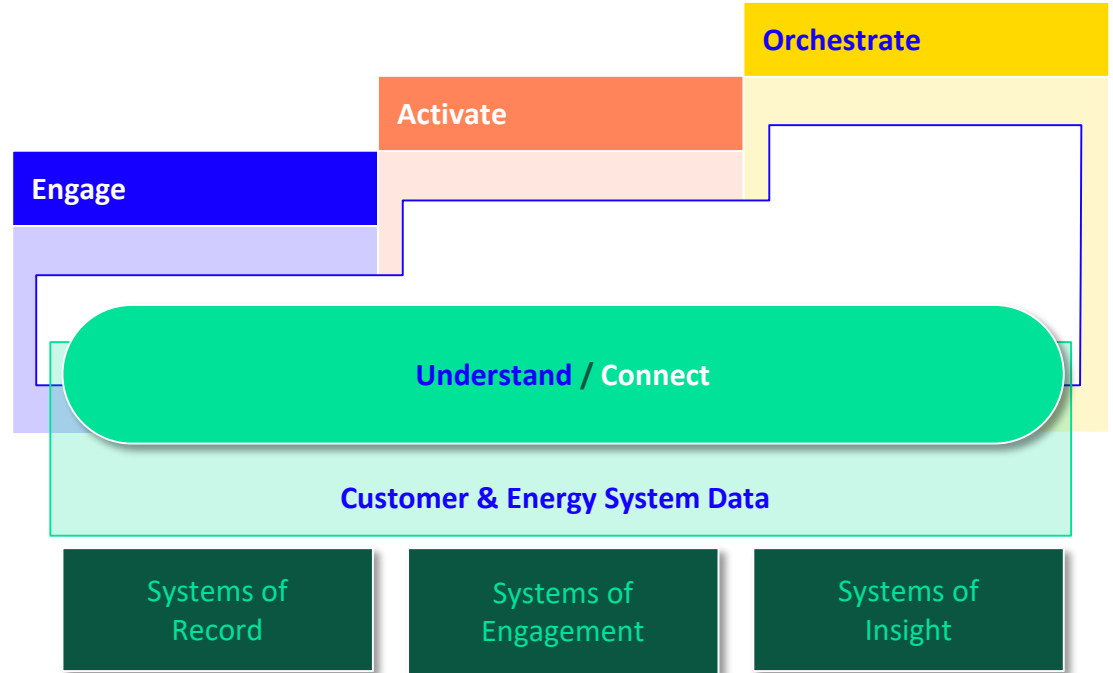
*Estimate for a 1 million-meter utility

What Do Modern Customer Experiences Look Like?

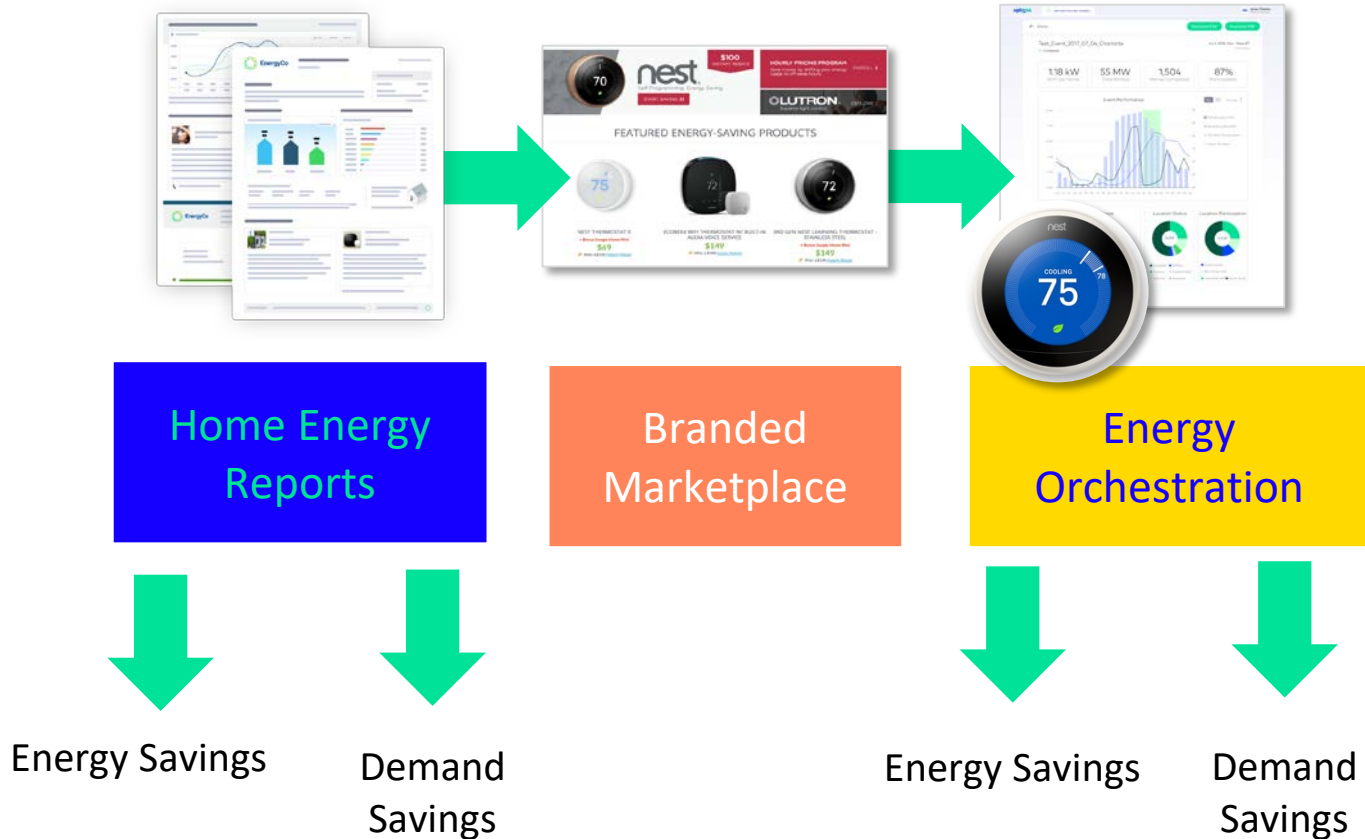


**We must
Integrate
Consumer
Insights &
Experience with
Utility Data &
Expertise**

Energy Action System



How We're Integrating DSM Programs With Our Utility Partners



Midwest Utility

Southern US Utility



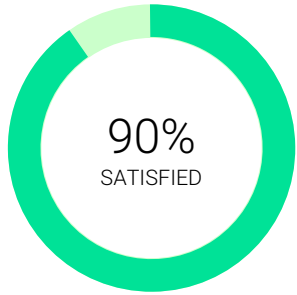
Delivering a Marketplace and generating savings through HERs and Demand Management

Delivering HERs to optimize for peak period kW savings in addition to overall kWh savings.

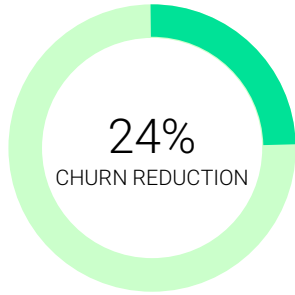
"Uplight, with its focus on the customer and comprehensive solution set provides the full package required to help achieve our IRP goals."

Patti Poppe
President and CEO, Consumers Energy

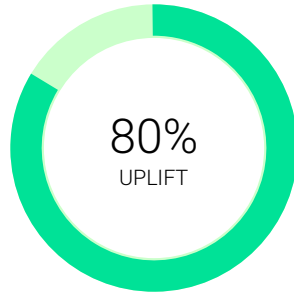
Early Results Are Promising



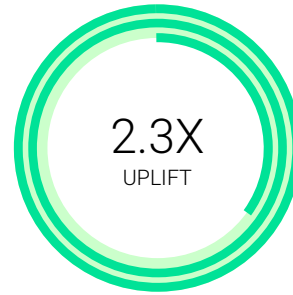
Satisfaction



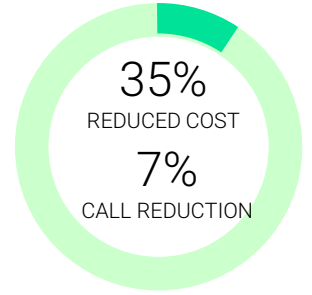
Retention



Acquisition



Cross-sell



Cost to Serve

Takeaways:

Integrating
Programs Is The
Best
Path Forward

- Need for **greater kW and kWh savings** for climate, state, and utility goals.
- **Low hanging fruit diminishing** so need more aggressive cost effective savings.
- **More BTM DERs coming online** and utilities need to turn them into **assets** otherwise they will become **liabilities**.
- Customers want **better engagement**.
- Utilities want **better customer satisfaction** and Net Promoter Scores.

All of this leads to a Cleaner, More Resilient, and
Consumer Centric Grid

How to Start Integrating Programs

- Get top down alignment on achieving a consistent customer experience.
- And then:**
- Meet with other business units to address how to work across existing silos.
 - Assess what you can do today before your next regulatory filing - cost savings, improving efficiencies, and making your customer's utility experience better.
 - Leverage subject matter expertise.

- Align utility goals for an integrated portfolio so they pursue both kW & kWh savings.
- Encourage 1+1=3 solution purchases by utilities.
- Ensure TRMs (Technical Resource Manuals) or similar documents, address both kW & kWh savings for measures that deliver both. (Check out Missouri's)
- Leverage subject matter expertise.

OUR PURPOSE

To Create a More **Sustainable Future**

OUR MISSION

We Motivate and Enable Energy Users and Providers to Accelerate the Clean Energy Ecosystem

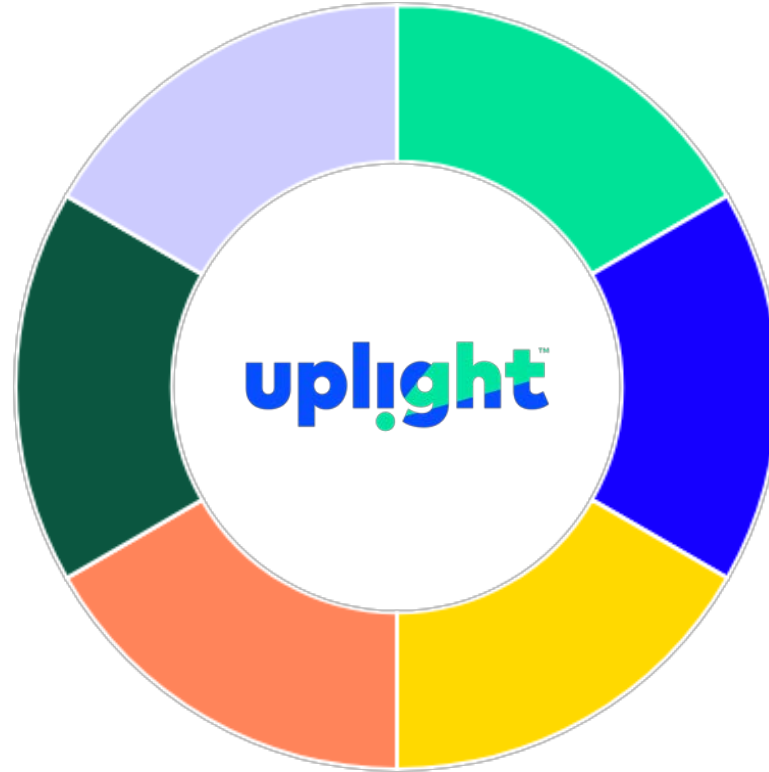


Note: Uplight starts the audit for B Corp Certification on July 15 with an expectation of certification on August 3. Simple Energy, Inc., continues to be a Certified B Corp.

Questions





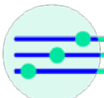


uplight

One Company Built From Six Leaders



- Tendril**
 - EE at Scale
 - Home Energy Management
- Simple Energy**
 - Leading Marketplace
 - EV & Renewables Advisors
- FirstFuel**
 - Non-Residential
 - Complex Building Analytics
- EnergySavvy**
 - Utility Personalization
 - Next Best Action
- EEme**
 - Device Level Disaggregation
- Ecotagious**
 - BEE portfolio
 - Additional Disaggregation

Uplight: A Full Suite of Energy Action Solutions

<p>Behavioral Energy Efficiency</p> 	<p>Digital Customer Engagement</p> 	<p>Utility Marketplace</p> 	<p>Renewables Adoption & Experience</p> 
<p>Demand Management</p> 	<p>CX Personalization and Next Best Action</p> 	<p>Rates Adoption & Experience</p> 	<p>Energy Action Platform</p> 

Uplight—Already Delivering to the Market at Scale

85 Global Utility Partners Serving
40 States and 5 Nations

Including electric, gas, and regional programs

110 Million+ Residences and Businesses
Reached

Via 20+ energy action solutions

31 Billion+ Data Points from 100s
of Customer Attributes

Powering personalized insights—
And energy actions taken

Uplight Market Development & Regulatory Affairs



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