



Home Energy Management: Lessons Learned
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- Create a true two-way dialogue between consumers and electric utilities
- Increase consumer engagement in energy management
- Reduce consumer electricity bills by more than 15%
- Help electric utilities balance supply and demand
- But....Turning promise into reality has been very difficult



Learn

- How will customers learn about the offer
 - Directly
 - Indirectly
 - On-going

Enroll

- What steps customers take to enroll in the program

Receive

- What will customers receive after enrolling in the program

Use

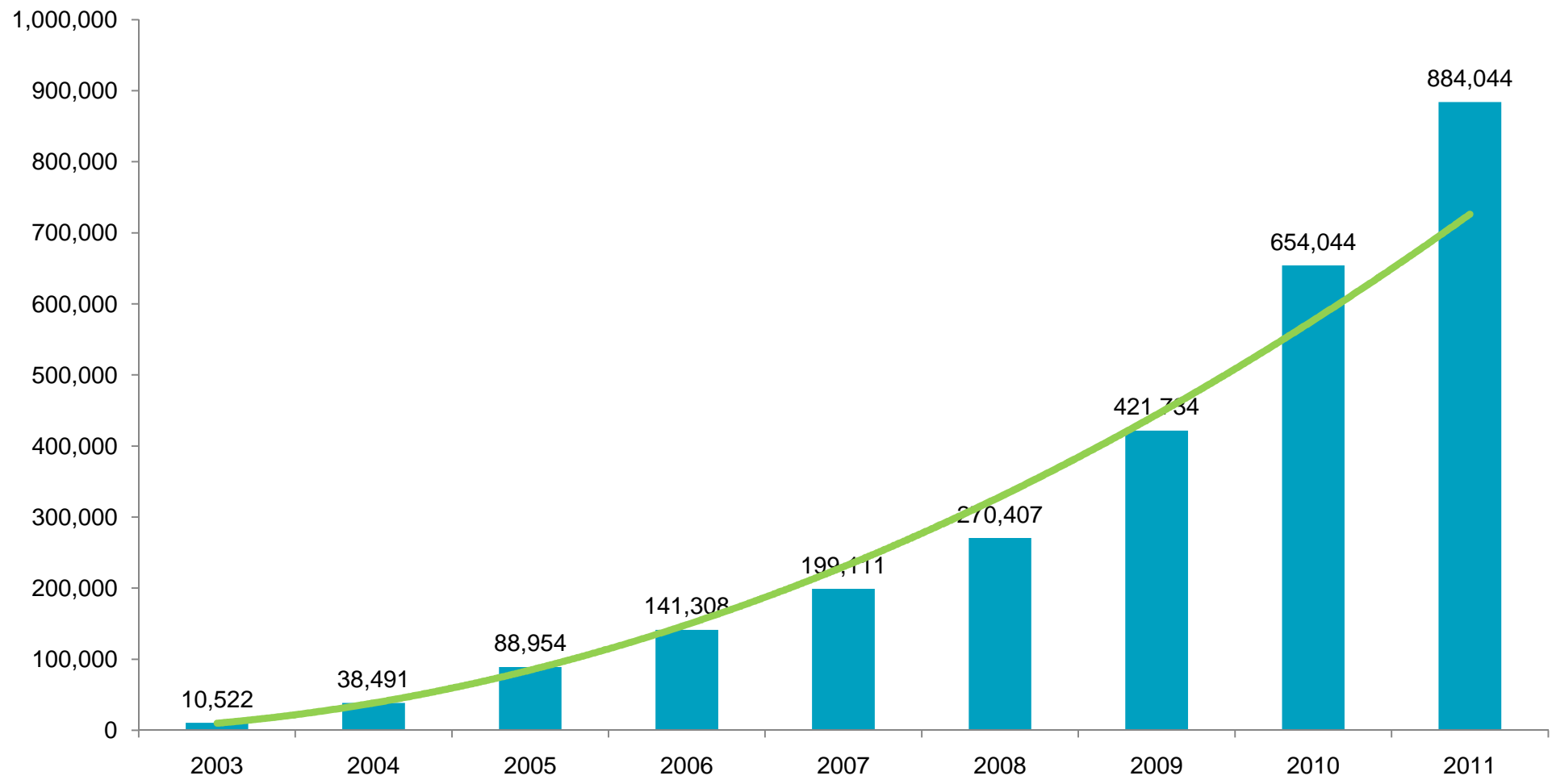
- How customers use the service
- On-going fulfillment and education

Support

- The types of support customers will receive
- Resolve and end service



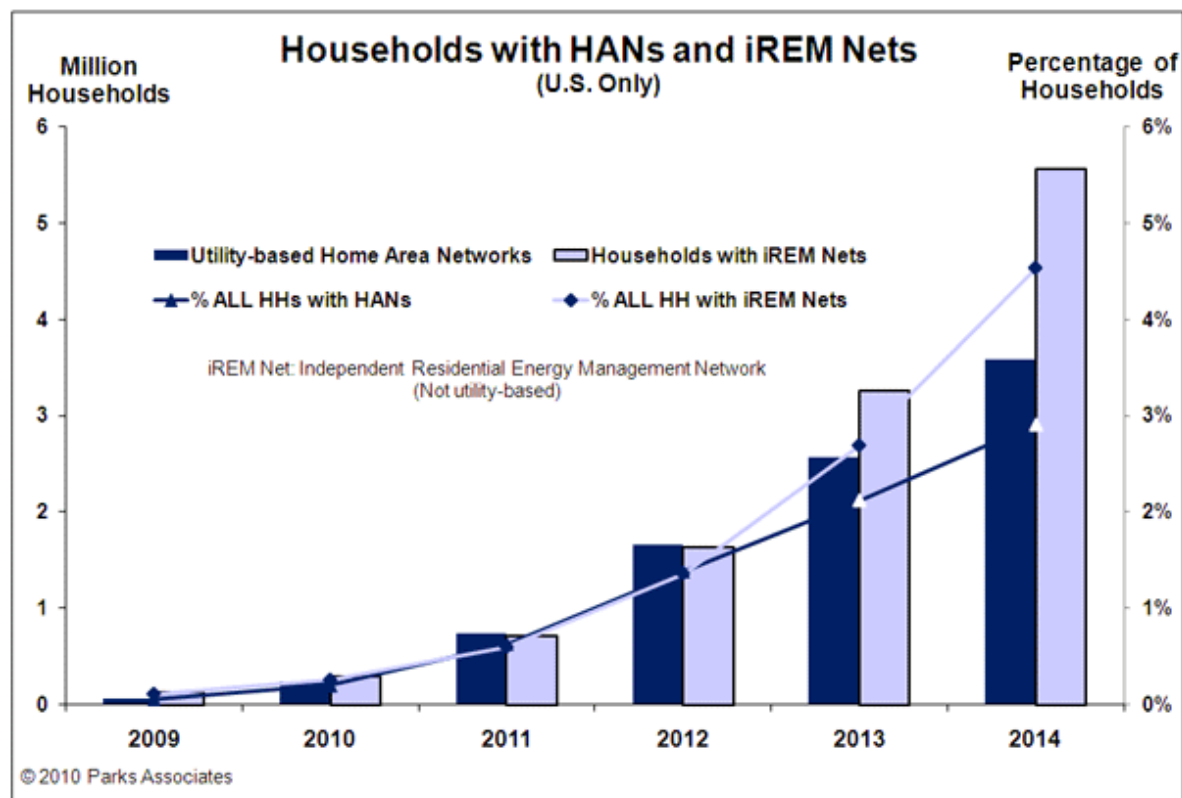
Comverge Track Record of Success



In 2011, we expect to be approaching ~1.0M enrollments

- Consumers don't want to invest significant time in managing their electricity usage
- The mean time to kitchen drawer is very low for energy management devices
- Consumers will cede some control to utilities if it means they can substantially reduce energy bills
- Demand response and dynamic pricing programs have a critical role to play

- 2010 Study, Are we still on this trend?
- What are the key drivers for Consumers toward adoption?
 - Gadgetry?
 - Energy?
 - Costs?
 - Smart Meters?



- Programs need to begin with clear **consumer** communication and education
- Home energy management needs to be **incorporated** within larger intelligent energy management initiatives, and value needs to be proven
- **Automated** services that deliver tangible benefits resonate with consumers

Distributed Intelligence & Automation:

- Simplifies and streamlines consumer experience
- Allows consumers to determine level of engagement they want in managing their energy consumption
- Significantly reduces consumer electricity bills
- Benefits utilities by enhancing grid reliability, security and efficiency