



Energy Engage empowers utilities to involve customers in shifting load, increasing energy efficiency and achieving conservation goals. Energy Engage leapfrogs existing web presentment offerings by truly motivating customers and enabling utility/customer collaboration that results in even greater benefits from Smart Grid investments.

eMeter's Energy Engage is a Web 2.0 Consumer Engagement solution enabling utilities to quickly deploy a fully-featured consumer energy portal that provides detailed consumer energy usage, cost and environmental impact and an array of features and tools to motivate behavioral change. By providing consumers relevant, up-to-date information regarding their electricity, gas or water costs and usage, Energy Engage enhances the customer relationship with utilities, paving the way to enhanced customer satisfaction, demand response and lower customer support costs. Utilities can promote variable-rate pricing such as Time of Use (TOU) and enable users to analyze the cost impact of their usage patterns when TOU and event-based rates are available.

Opt-in subscriptions to budget alerts or outage notifications via email and text messages involve consumers in their energy usage, drive actions to improve efficiency and raise customer satisfaction. Access to customized energy tools and tips provides consumers with specific steps to reduce consumption and peak demand. Energy Engage also enables social marketing features that encourage community engagement, comparing neighborhood usage for friendly competition and sharing of cost-saving tips. Leveraging a multi-channel communications approach, Energy Engage provides a comprehensive web-based energy portal enabling utilities to have transparency into consumer savings enabled with Energy Engage.

"We chose Energy Engage over other options because we believe it creates a compelling, consumer-oriented experience that pushes the envelope in terms of empowering our customers to make positive changes. We expect improved conservation and greater peak demand reductions."

Rick Morgan, Commissioner, Washington, D.C. Public Service Commission

Maximize Smart Grid Benefits

Energy Engage promotes the full benefits of the Smart Grid by involving customers in demand-side collaboration:

- **Peak Load Reduction:** enable dynamic pricing and demand response.
- **Smart Energy Management and Conservation:** educate consumers on the relationship between energy cost and usage, influence behavior and empower consumers to use energy smarter.
- **Improved Customer Satisfaction and reduced costs through Self Service:** enable users to better understand and manage their energy consumption.

The Energy Engage Difference

- **Cost integration and support for peak demand reduction** enables cost estimates, projections, the Rate Analyzer and peak demand-reducing rates: TOU, CPP, CPR and dynamic pricing. Cost functionality enhances ongoing user interest.
- **Rich, accurate, real-time visibility into the relationship between cost, usage and environmental impact** so consumers can make intelligent decisions.
- **Behavioral activation drivers** such as peer comparisons and the Rate Analyzer create lasting behavioral change. Behavioral science, a discipline analyzing human decision processes and behavior, informed the design of Energy Engage features so rather than just educate, consumers are motivated to action.
- **Real-time, multi-channel notification of events** to connect with consumers. While web-based access is the heart of an consumer engagement solution, Energy Engage enables consumers to use a variety of connected devices and media, including email and text (SMS) messages to stay informed.
- **Social marketing tools**, peer endorsement and competition drive deeper topic engagement. Leveraging community is a well-proven Web 2.0 technique to motivate action and drive behavioral change.
- **Optimal User Experience (UX)** drives maximum consumer involvement. The Energy Engage UX is designed for simplicity and communicates information progressively, through increasing detail to avoid overwhelming users.

Innovative Features, Flexible Deployment

Energy Engage offers a choice of modular features, integration with an existing, branded website and accessibility through a single sign-on, or implementation as a standalone site. In addition, the service can be hosted by eMeter or installed at the utility. Fully Service Oriented Architecture (SOA) compliant, Energy Engage integrates with in-place IT systems in a seamless, loosely coupled fashion.

Web Presentment, Consumer Analytics, Tools and Content

- **Cost and Usage:** integrated to in-house systems and the user's existing rate plan with an intuitive and flexible interface
- **Carbon Emissions:** charts impact of energy use
- **Alerts and Notifications:** consumers can subscribe to automated updates, at-a-glance email reports on cost and usage, as well as user-configurable threshold or event alerts
- **Comparisons:** peer comparisons with like households and historical for consumer
- **Rate Analyzer:** consumers can compare available rates to determine the most effective plan

- **Usage Breakdown by appliance:** through state-of-the art data modeling
- **Customized Facts and Tips:** for energy conservation and cost savings
- **Interactive Community:** connect with others online and share ideas, peer validate and compete to motivate action



eMeter Experience

eMeter provides the essential software that enables electric gas and water utilities to realize the full benefits of the Smart Grid. Leading utilities worldwide depend on eMeter Smart Grid Management software to reduce operational costs, increase service reliability, and drive energy efficiency. Combining unmatched utility systems experience with world class Web 2.0 solution development skills, eMeter is unique in its capability

to deliver effective consumer engagement solutions eMeter's management team has been at the forefront of smart metering and grid management for 25 years. With the most large scale mass market deployments in the industry, the company has built a reputation for unparalleled experience, quality, operational sophistication and professionalism that ensures customer success. For more information visit www.emeter.com.



eMeter Corporation
2215 Bridgepointe Parkway
San Mateo, California 94404

650-227-7770 Phone
650-227-7771 Fax
www.emeter.com