

# Members Meeting & FALL WORKSHOP 2022

Oct. 25-26 | St. Louis

Hosted by Ameren Missouri  
and Ameren Illinois



**SMART ENERGY**  
CONSUMER COLLABORATIVE

# A Complete Flexible Solution for any Utility

Tie together functionality in one elegant platform



## SHIFT DERMS Suite

- Device Control
- Behavioral DR
- Enrollment Management
- Reporting & Analytics



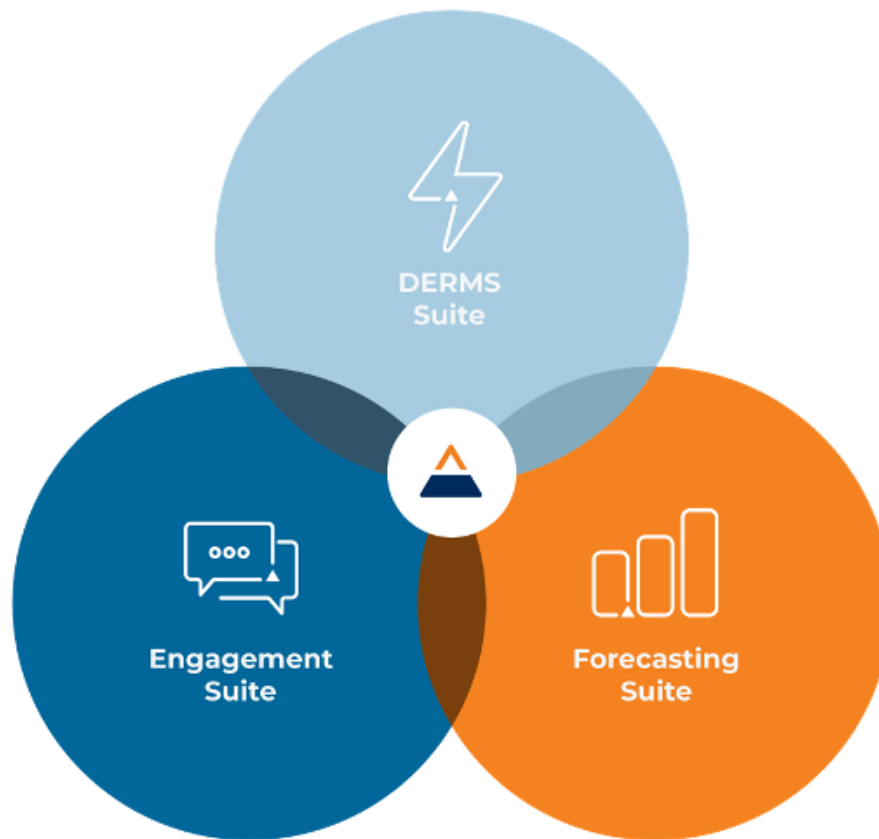
## RELAY Engagement Suite

- Customer Facing Landing Pages
- Message Center
- Homeowner Application
- Incentive Delivery



## ENVISION Forecasting Suite

- Short, Medium & Long-Term Load Forecasting
- Automated Event Triggers



01  
Demand Response

02  
Customer Engagement

Our Approach

# Demand Response & Customer Engagement: Two Opposing Forces

## ► Demand Response

- Increasingly Measureable
- Well Trodden-Trail
- Risky with Poor Customer Experience

## ► Customer Engagement

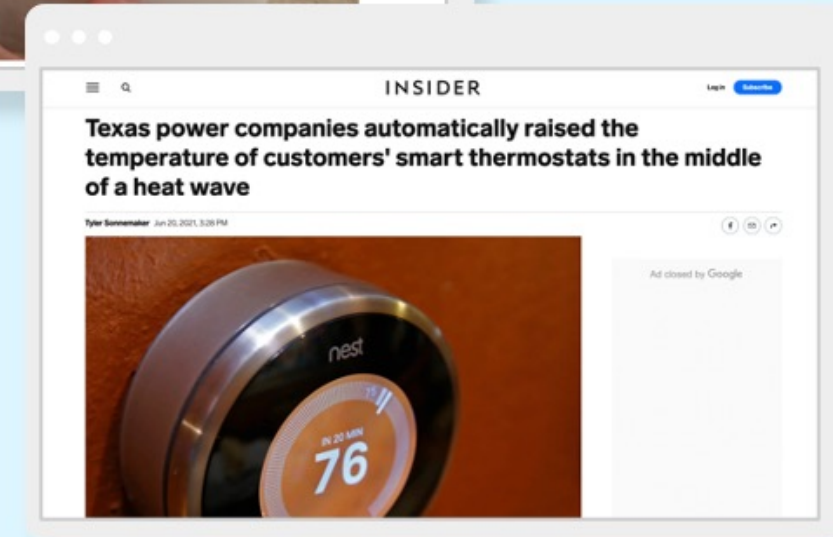
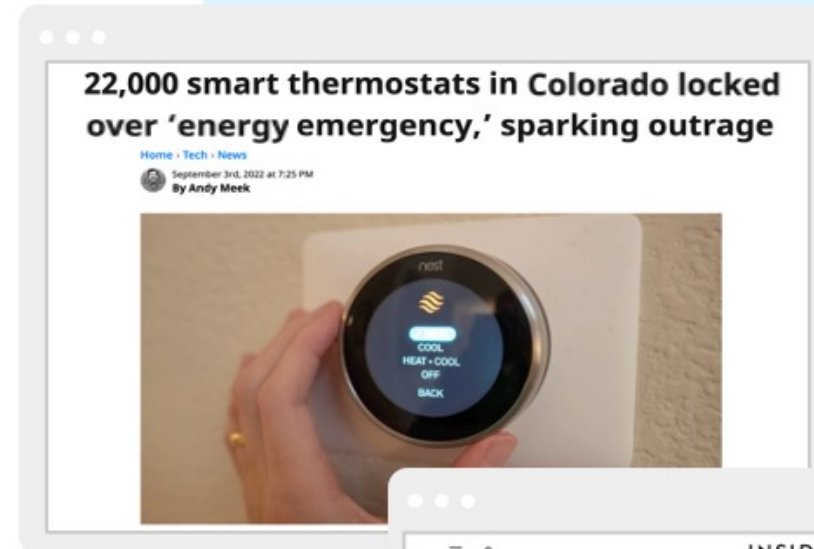
- Vague / "Soft" Concept
- Tough to Measure
- Increasing Competition for Utilities



# Risk of Misalignment

Unify functionality in one elegant platform

Clear expectations for customers and ongoing engagement leads to persistent program participation and load shedding, shifting, and shaping





An aerial photograph of a wind farm in a vast, flat field. The wind turbines are arranged in a line, receding into the distance. The sky is a mix of blue and orange, suggesting sunset or sunrise. The ground is dark and appears to be a field of crops.

# Empowering the Modern Utility

With the Friendliest DER Platform on the Planet

## THANK YOU

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Director of Partnerships

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**PREPARED FOR:**

**SECC Fall Meeting & Workshop**

October 25, 2022



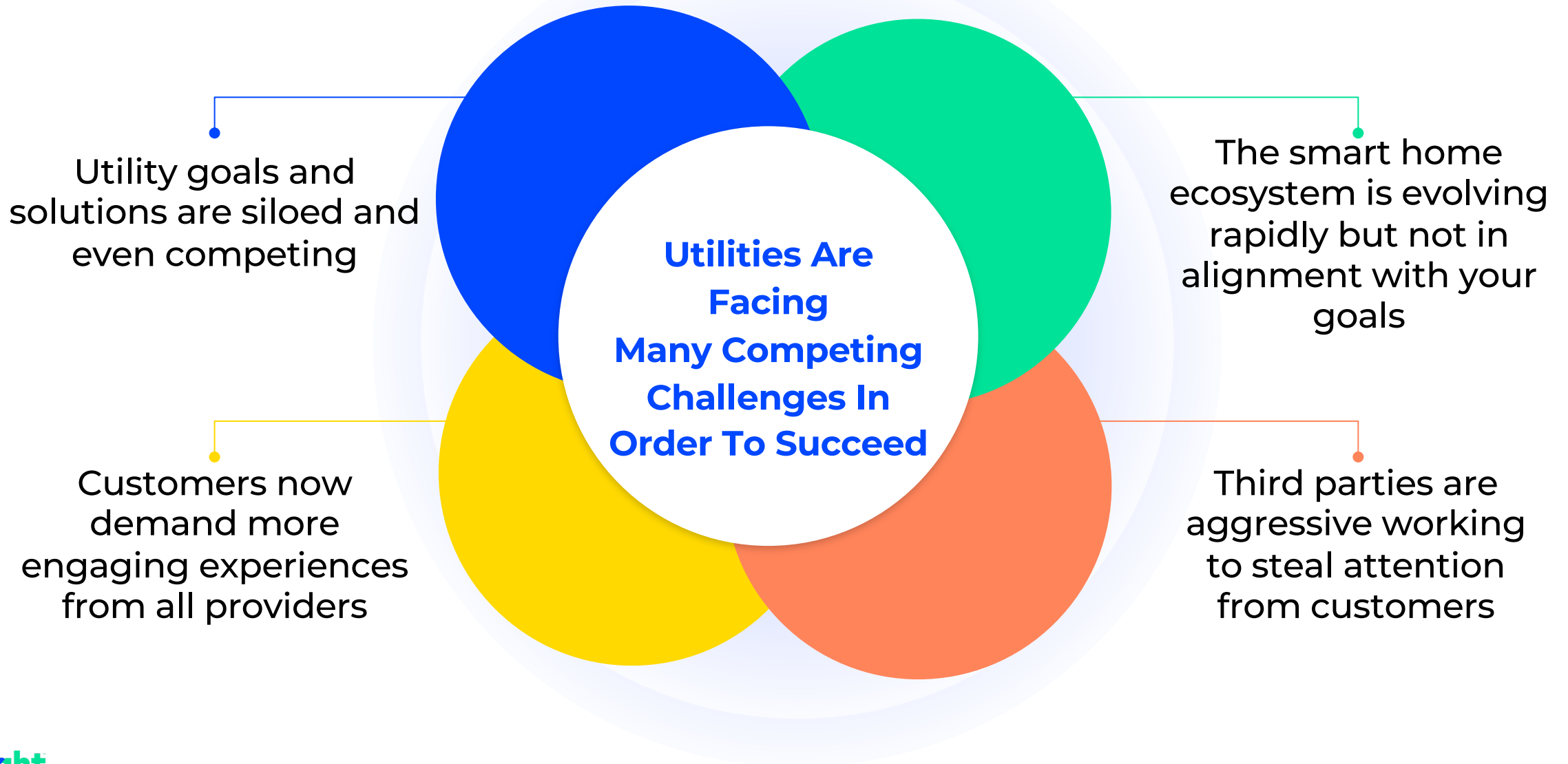


WHAT IS UPLIGHT?

Uplight powers the transformation between energy providers and their customers **toward a clean-energy future.**

All, for the greater good of our communities.

# The Need for Residential Demand Management is Set to Double Over the Next 5 Years as Increased Flexibility Becomes a Necessity in the Power System



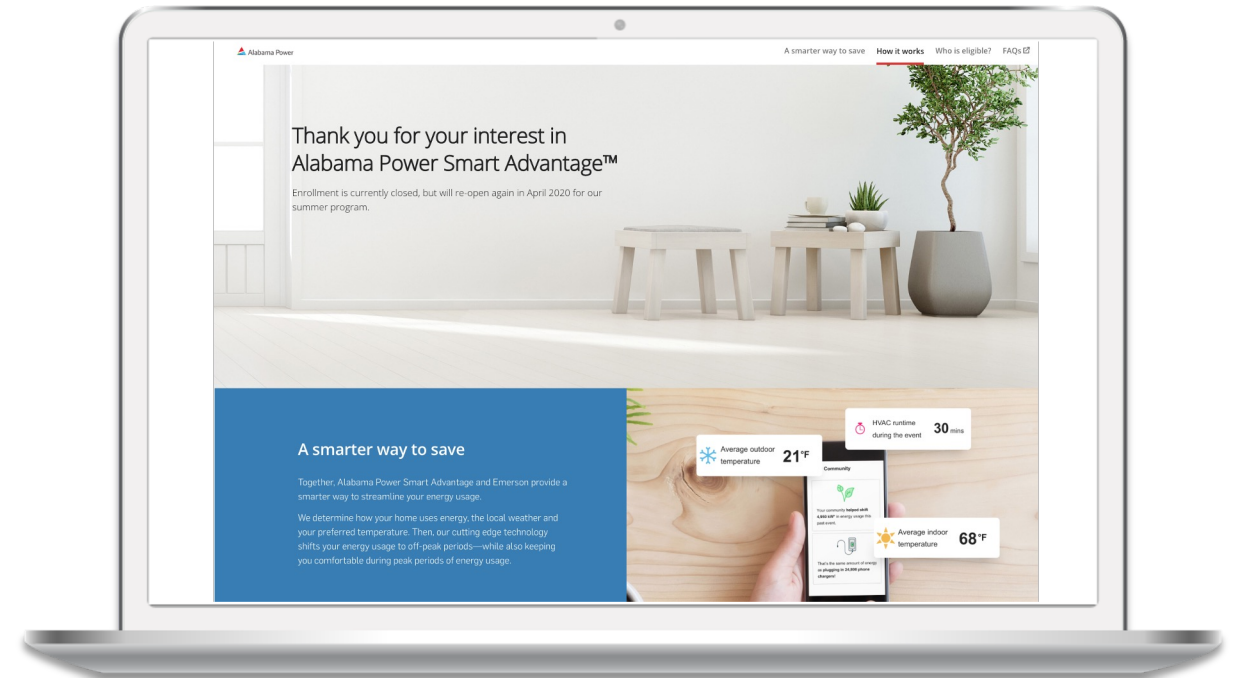
# Alabama Power Smart Advantage Program



## Overview

- 2,500 customers for 2023
- Smart Advantage TOU rate enrollment with daily thermostat optimization
- Estimate Orchestrated Energy will save \$80-\$200 annual for electric customers

Devices	Operations	Consumer Experience
<ul style="list-style-type: none"> <li>• Emerson Thermostats</li> <li>• Water heaters from 2023</li> </ul>	<ul style="list-style-type: none"> <li>• Winter DR in 2019/20</li> <li>• Winter &amp; Summer TOU 2020 to 2022</li> <li>• Rate-optimized Tstat schedules</li> </ul>	<ul style="list-style-type: none"> <li>• APC marketing &amp; enrollment</li> <li>• Uplight onboarding &amp; engagement</li> <li>• In-app BYOD enrollment</li> <li>• Participation incentives</li> </ul>



## Peak Hour Average Hourly Load Shift per Home

- **Winter: 11% (5AM to 9AM)**
- **Summer: 9% to 15% (1PM to 7PM)**



Time-of-Use Rates

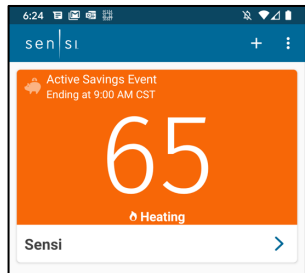
Critical Peak Pricing

Direct Load Control Switches

Rate Pilots

Alabama Power Smart Advantage™

Residential load optimization program that combines a time-of-use rate with customized heating/cooling schedules through smart thermostats

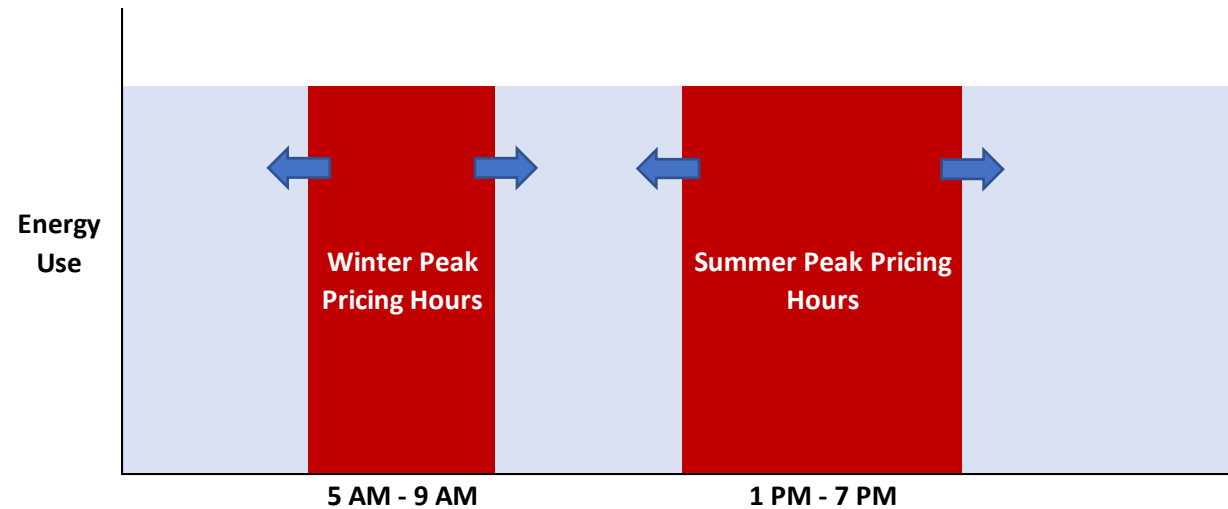


Season	Period	Peak Hours	Economy Pricing
Summer	[JUN 1-SEP 30]	1pm-7pm	7pm-1pm
Winter	[NOV 1-MAR 31]	5am-9am	9am-5am

All weekend hours are economy pricing all year long!

ALL HOURS in April, May, and October are economy pricing!

Emerson Sensi smart thermostat technology  
Uplight's Orchestrated Energy platform  
Alabama Power's Residential Time Advantage Energy rate





**Rated #1**  
**Worldwide Digital Customer**  
**Engagement Solutions for Utilities**

Why go with 'Good Enough' When You Can Partner with the 'Best'



# SEW.ai (Smart Energy Water)

We Engage, Empower, Educate Billions of People to Save Energy and Water through our Digital Platforms

Digital Customer Experience (CX) | Digital Workforce Experience (WX) | AI/ML/IoT Analytics

**37+**

Countries

**360+**

Providers

**1.01 B+**

People

**180.5 B+**

Transactions

**112+**

Awards

**1150+**

Employees



## Vision

Engage, Empower, Educate Billions of People to Save Energy and Water through our Digital Platforms.

## Mission

We are dedicatedly working towards solving the global energy and water crisis to build a smart and sustainable future. At SEW, our mission is to build innovative solutions that increase conservation efforts, by empowering Energy and Water providers to address the challenges of global sustainability, while championing the cause of People, Profit, and the Planet.





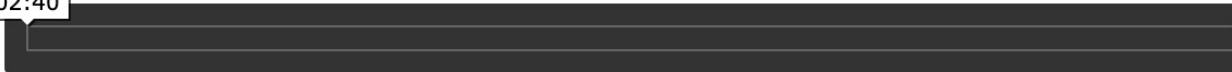
**SEW Corporate Video**

**Smart Energy Water**

**SEW**<sup>SM</sup>  
**SMART ENERGY WATER**  
**ENGAGE. EMPOWER. EDUCATE.**



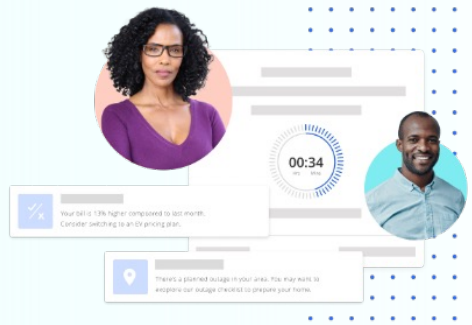
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# SEW Products

Powered by AI, ML and IoT

## SMART CUSTOMER MOBILE



- Energy Efficiency and DR Mgmt.
- Drought Management
- Billing and Payments
- Outages and Storm Center
- E Mobility/ EV Management
- Smart Home Management
- Usage and Comparison
- Customer Journey and CSP Analytics using Smart BI
- Content Management pre-integrated with CMS

- Digital Marketplace + Rebate Management
- Community / Rooftop Solar
- Distributed Energy Resource Mgmt. and VPP
- Preference and Notification Center
- Service Request & tracking + Case Management via CRM
- Integrated Meter Reading capability
- Live Chats and Chatbots

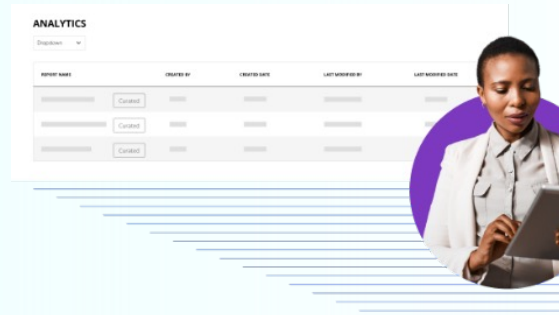
## SMART MOBILE WORKFORCE



- Work Order Management
- AI/ML Scheduling and Dispatching
- Assets and Inventory Management
- Training and Learning Mgmt.
- Timesheet & Expense Mgmt.
- Enterprise-wide collaboration
- Online & Offline mode
- AR/ VR Use cases
- Document Management
- Location Intelligence

- Service Request + Case Management integrated with CRM
- Safety and Compliance
- Damage Assessment
- Outage Management
- Vegetation Mgmt.
- Field service and Operational AI and Analytics
- GPS Route Tracking and Optimization
- Inspections and Maintenance
- Meter Read Capability

## SMART IQ



- AI powered Customer and Workforce insights
- Energy and Water Analytics
- AI / IoT driven Use Cases
- Programs and Rebates Management
- Peak Load Management
- Complaints & Violations

- Leakages and Flow Analysis
- Micro Customer Segmentation
- District Metering Analysis
- Non-Technical Losses/ Geo spatial Intelligence
- Customer Behavior and Analytics





**LET US  
EMPOWER PEOPLE**



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