Rate Design & Analytics

Develop dynamic pricing strategies that incentivize customer action in support of utility goals

Creating modern rate structures that support outcomes such as **decarbonization, DER adoption and electrification** is an increasingly complex challenge with implications for customer experience, utility operations and revenue generation.

GridX and Bidgely have partnered to give utilities a powerful enterprise **rate design and analytics platform infused with appliance-level, behind-the-meter intelligence** about how customers actually use energy.

By leveraging the power of GridX's industry-leading rate engine and Bidgely's AI-based true disaggregation technology, utilities can drive rate innovation that supports a wide range of utility value opportunities.


UTILITY VALUE OPPORTUNITIES

Support Innovation & New Business Models

Don't let complexity hold you back from rolling out new programs, such as Time-of-Use rates and Energy-as-a-Service. Understand how your customers are using energy in great detail, then apply robust, precision modeling to design any rate or tariff structure imaginable.

Streamline Rate Development

Speed up time-to-implementation. Design pricing and tariff structures in a single tool, allowing instant re-calculation of pricing and customer impacts as you make adjustments to the model. Eliminate processes that are disconnected from source data, such as spreadsheets, that make it difficult to collaborate on rate development and ensure accuracy.
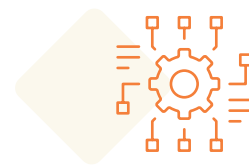
Connect Rates to Real World Value

Develop rates that serve the needs of all customer segments with different value drivers, such as DER owners or low-to moderate-income customers. Drive better performance and recapture revenue for program investments by targeting the right customers with rates that deliver value on both sides of the meter.

See Your Grid in High Definition

Understand how energy is being used across your customer all 8,760 hours of the year. Bottom-up visibility of demand with disaggregated hourly appliance usage enables you to segment populations based on unique attributes including usage, customer profile, rate plan, geography and demographic.
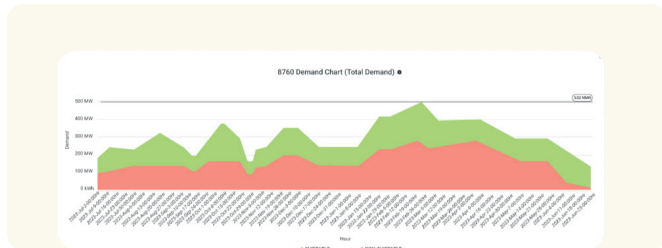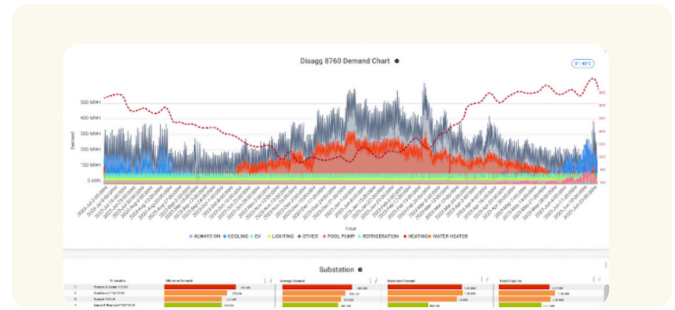
Enable Non-Wires Alternatives

Use rates to shift demand in predictable ways by engaging key segments of customers—based on appliance/DER ownership, geographic location, energy choice behaviors, and more—with rates that incentivize action.

GridX + Bidgely: Under the Hood

GridX enables energy consumers to understand how their behaviors and DER buying decisions impact their energy costs.

GridX is the only big data, flexible rate engine capable of modeling tariffs of all complexity. It is also the only to include an Accuracy SLA to ensure the credibility and accuracy of analysis so that customers will have enough trust to change their behavior.

By allowing utilities to model tariffs and run billing-quality analytics against definable segments, as well as the full population, they can understand how new rates and programs will impact customers and the business.

GridX's cloud-native big data platform ensures that utilities make use of full population interval data to evaluate and successfully market Time-Of-Use (TOU), electric vehicle, real-time-pricing, and other advanced rate structures and programs.

Bidgely enables energy consumers to understand their energy use across appliances and times of day as well as the impacts of those choices.

Bidgely True Disaggregation leverages artificial intelligence (AI) and advanced analytical models to disaggregate and itemize meter data across 12 appliance categories, such as heating/cooling, EVs, always-on power, etc. and across every hour of the day for each customer.

True disaggregation gives utilities a high-fidelity view of each customer's energy choices and a bottom-up view of their grids to support rate development that drives value outcomes for utility and customer alike.