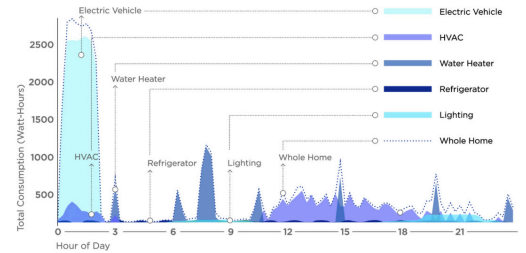




EMPOWERING SMART ENERGY DECISIONS

FOR UTILITIES & THEIR CUSTOMERS BY HARNESSING THE POWER OF DATA & AI-BASED ANALYTICS, TO ACCELERATE THE CLEAN ENERGY FUTURE

For more than a decade, Bidgely has been developing patented, AI-based data science algorithms that turn meter data into insights about each customer's energy use, across appliances for every hour of the year. This "behind-the-meter" intelligence enables utilities to personalize engagement for today's energy customers and manage their grids with bottom-up precision.



Customer Engagement

Deliver **appliance-level insights**, cost breakdowns and personalized recommendations across all channels.

Boost CSAT and reduce costs to serve with timely and relevant interactions and self-service tools.

Recruit, incentivize and coach customers into programs, TOU rates, and other value-add services.



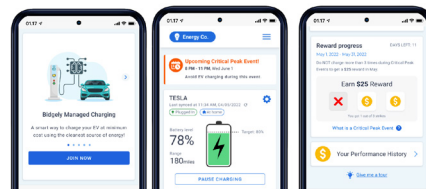
Energy Efficiency

Empower customers to make smart energy decisions with appliance-level insights across all hours of the day.

Design more inclusive programs by treating all types of customers: electric, gas, SMBs, LMI, EV, solar, etc.

Easily **expand EE into demand response** to activate customer load-shift during peak events.

Make EE DER-inclusive, with EV- and solar-ready similar home comparison.



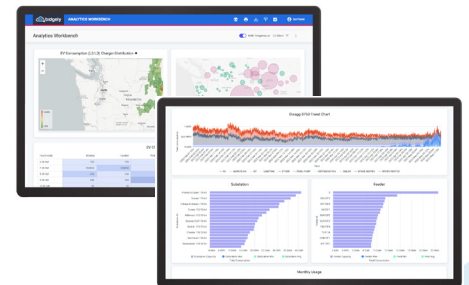
DER Grid Planning

Understand DER ownership and utilization across your grid.

Visualize demand across all 8,760 hours of the year to spot trends, identify stress points, and guide planning strategies.

Analyze asset capacity.

Evaluate Non-Wires Alternatives potential by overlaying reduction potential from EVs, solar, and more.



Behind-the-Meter Targeting

Identify the top customers likely to move the needle on a program, based on appliance ownership and use.

Increase program recruitment through hyper-personalization.

Improve ROI on incentive spend.

Innovate in program and rate design to **reach new customer segments**.

EV Load Management

Turn EVs into **flexible grid assets**.

Find and target EV owners on your grid with precision (95%+ accuracy).

Educate, coach and incentivize customers to **shift EV charging to non-peak times**.

Recruit customers from behavioral coaching into active managed charging programs.

EV Intelligence

Understand EV adoption trends.

Understand when and how EV charging is happening across time and geography.

Understand EV grid impact, including grid asset stress and peak demand contribution.

Plan grid investments & explore **Non-Wires Alternatives**.