



# DSM Savings via Bidgely Insights Engine

# CHALLENGE

In today's environment of elevated consumer expectations, utilities are faced with a number of challenges in optimizing their programs for success:

- **Identifying which customers are the best candidates for each offer**
- **Personalizing the offers to each customer**
- **Achieving program goals while minimizing cost**

Ultimate success requires utilities to move beyond traditional demographics and segmentation techniques, like financial vs. environmental motivations, and instead utilize modern tools, like Artificial Intelligence and Machine Learning, to leverage their customer data.

## INTRODUCING INSIGHTS ENGINE

As the established industry leader in disaggregation, Bidgely has developed an analytics solution called Insights Engine, which identifies and segments utility customers based on their *individual appliance* energy usage. Unlike basic segmentation techniques, Insights Engine leverages Bidgely's disaggregation and customer metadata to provide utilities with a laser-focused means to identify the most viable target customers.

### EXAMPLE: A/C PROGRAM

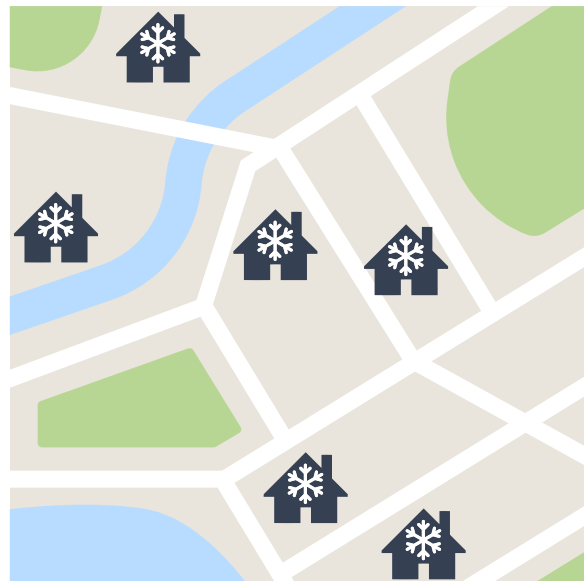
#### TRADITIONAL APPROACH

Identifies homes by total consumption, including those that don't use A/C.



#### BIDGELY INSIGHTS ENGINE

Identifies inefficient homes strictly by A/C consumption



# IDENTIFYING THE RIGHT CUSTOMERS

## 1. LOCATION

Start by targeting the right customers. Bidgely enables utilities to segment based on monthly start and end dates, as well as location by state, city, zip code, and more.

## 2. USAGE

Put disaggregation to work by searching for appliance type, appliance energy consumption, and appliance energy efficiency. Utilities can now target the largest and most inefficient users of a particular appliance.

## 3. HOME DATA

Further refinement takes home information into account: home type, home size, own/rent, and more.

## 4. FINE TUNING

Dive deeper into the output across elements like engagement channel, past program participation, income-level, and presence of DER.

By leveraging Bidgely's disaggregation, Insights Engine enables numerous filtering capabilities across the most relevant customer parameters.



# IMPACT

## REDUCE BUDGET SPEND FOR A GIVEN SAVINGS GOAL

For an Air Conditioner Tune-Up program with a goal of saving 0.5 GWh, Insights Engine can help the utility hit the goal with fewer homes by identifying the homes with highest AC usage. This reduces both outreach and incentive/admin costs, resulting in an overall budget savings of 25%.

<b>PROGRAM SAVINGS</b>	<b>TRADITIONAL PROGRAM</b>	<b>BIDGELY INSIGHTS ENGINE</b>
TARGET HOMES	19,000	11,400
AVERAGE AC CONSUMPTION PER HOME	5226 kWh	6220 kWh
A/C REDUCTION / HOME (ASSUME 10%)	523	622
PARTICIPATION RATE	5%	7%
NUMBER OF HOMES REQUIRED TO HIT GOAL	950	798
<b>SAVINGS GOAL</b>	<b>0.5 GWh</b>	<b>0.5 GWh</b>
<b>PROGRAM BUDGET</b>		
OUTREACH COST (\$6/HOME)	\$114,000	\$68,400
INCENTIVE + ADMIN COST (\$200/HOME)	\$190,000	\$159,600
TOTAL PROGRAM COSTS	\$304,000	\$228,000
<b>INSIGHTS ENGINE REDUCTION IN BUDGET SPEND</b>		<b>25%</b>

# IMPACT

## MAXIMIZE SAVINGS FOR A GIVEN BUDGET SPEND

To run a Baseload reduction program by providing smart power strips to target customers, Insights Engine can help make that budget go much further with improved participation and better savings per home, resulting in a 46% increase in total GWh saved.

PROGRAM BUDGET	TRADITIONAL PROGRAM	BIDGELY INSIGHTS ENGINE
OUTREACH COST (\$3/HOME)	\$120,000	\$107,000
INCENTIVE + ADMIN COST (\$25/HOME)	\$50,000	\$63,000

**BUDGET SPEND** **\$170,000** **\$170,000**

PROGRAM SAVINGS	TRADITIONAL PROGRAM	BIDGELY INSIGHTS ENGINE
TARGET HOMES	40,000	35,790
AVERAGE BASELOAD CONSUMPTION / HOME	5128 kWh	5977 kWh
BASELOAD REDUCTION / HOME (ASSUME 25%)	1282	1494
PARTICIPATION RATE	5%	7%
NUMBER OF HOMES PARTICIPATING	2,000	2,505
TOTAL GWH SAVED	2.6 GWh	3.7 GWh

**INSIGHTS ENGINE REDUCTION IN BUDGET SPEND** **46%**

# GUIDANCE TO UNCOVER OPPORTUNITIES

As part of the introduction of our Utility Analytics Suite, Bidgely will work with you to analyze how the Insights Engine can optimize utility operations, resulting in a proposal with customized recommendations and next steps.



WORKSHOP

ANALYSIS

PROPOSAL

## ABOUT BIDGELY

As the premier enterprise energy analytics and consumer engagement platform provider, Bidgely applies artificial intelligence and machine learning to utility meter data to help utilities solve challenges related to demand management, customer satisfaction, and operational efficiency.

Contact us for a demo, or for more information:  
[info@bidgely.com](mailto:info@bidgely.com) or visit [bidgely.com](http://bidgely.com)

