



DSM



TOU



ELECTRIFICATION



DECARBONIZATION



LOAD SHAPING



## ITRON AND BIDGELY

Combined Distributed Intelligence and Next-Gen Enterprise Analytics for Electric and Dual-Fuel Utilities

### ACCELERATE THE TRANSFORMATION INTO A DATA DRIVEN ENTERPRISE

Growth in advanced metering infrastructure (AMI) is helping to drive grid modernization and greater energy efficiency. However a **recent analysis by the American Council for an Energy-Efficient Economy (ACEEE)** shows most utilities are not getting the full value of their smart meter networks. The stakes are high as failure to optimize AMI investments could lead regulators to deny cost recovery and endanger future investments. The challenges are even more evident for global energy retailers where they are highly dependent on leveraging the AMI infrastructure for **unlocking new value-driven business use cases** for their customers to drive customer retention and reduce churn. Taking on an AMI deployment is highly capital, time and resource intensive. It is one of the most expensive investments a utility can make.

Utilities want to make sure they can quickly and reliably get a return on investment in the form of tangible value for all their customers segments. **That's why Itron and Bidgely have formed the first hardware + software bundle for smart meter analytics.** Together, we are helping utilities turn data into actionable insight.

**Bidgely Enterprise Analytics Solution** is part of Bidgely UtilityAI™ Platform -- the energy industry's only AI-powered platform for **hyper-personalization**.

## BUILT-IN ANALYTICS

Uniquely, the Itron + Bidgely Partnership allows UtilityAI™ to start delivering value on smart meter data from the get-go by plugging into the true source of the data within the physical meter. Smarter meter devices enable decisions to be made on a more local level. This means any department that uses meter data for demand side management (DSM), billing, account management, or grid planning and more, has enterprise analytics built in. This amplifies and democratizes the application of AI & Smart Meters so that utilities achieve value on an exponential scale rather than having to reinvest for each department's use case.

Utilities need not invest in just a smart meter - but all the embedded intelligence, energy and customer insights that a smart meter can bring:

1. Device Disaggregation
2. Customer Consumption Patterns
3. Appliance-level Energy Usage Patterns
4. Appliance Type Detection & Estimation
5. EV and Solar Detection & Estimation
6. Propensity Modeling
7. Neighborhood Insights
8. Conservation Voltage Reduction Potential
9. Next Best Interaction

UtilityAI™ enables the energy industry to become customer centric by enabling utilities to hyper-personalize all customer interactions. With deep customer intelligence within a 100+ point consumer energy profile, utilities can truly customize each customer's energy experience -- empowering interactions that are accurate, easily actionable and delivered at the most impactful time via preferred channels.

	CSAT Measure	Targeted Advertising	Switch from NSM to AMI			
Recruitment	Anomaly Alerting	Digital Marketing	KPI Reporting	EV Targeting	Solar Education	
Program Targeting	Usage Education	Add on Services	Call Center Support	EV Engagement	Solar Generation	Load Shifting
Behavior EE	Rate Education	Lead Generation	Data Gap Analysis	EV Adoption	Solar Adoption	Controls Recruitment
<b>DSM</b>	<b>CSAT</b>	<b>Revenue</b>	<b>OpEx Reduction</b>	<b>Electrification</b>	<b>DER</b>	<b>Grid</b>

## DISTRIBUTED INTELLIGENCE

When information is in the hands of everyone, we all make better decisions. Customers are empowered to manage their energy use, employing energy efficient practices, or shifting their peak usage. Utility grid managers will understand the different populations of usage for load shaping and grid stabilization. Program managers can integrate customer intelligence into their DSM planning and execution to optimize incentive spend and maximize energy savings. Marketers can discover new ways to generate revenue.

- **Unlock New Opportunities for Utility Savings**
- **Integrate Distributed Resources**
- **Evolve Demand Side Management (DSM)**
- **Improve Energy Efficiency**
- **Drive Customer Engagement**
- **Discover Ways to Manage Locational Grid Constraints,**
- **Improve Program Marketing**
- **Serve Low/Medium Income Customers**
- **Plan for Non-Wires Alternatives**

WITH THE ITRON/BIDGELY PARTNERSHIP YOU CAN DEPLOY FASTER,  
AND START TAKING ADVANTAGE OF AI TODAY.



**200M+** communication modules deployed

**8,000+** customers in more than 100 countries

**1,400+** Patents registered or in application

**Dedication to creating a more resourceful world**



**+15 million** homes under management

**30+** Data Scientists

**14** Energy Patents

**Passion for AI to Utilities**

## GET STARTED

Interested in learning more about how Bidgely's UtilityAI™ Platform for Hyper-Personalization can improve your utility programs? Contact one of our representatives at [utilityai@bidgely.com](mailto:utilityai@bidgely.com) to schedule a demo and see how UtilityAI™ can drive more value for your customers and your business.

<https://www.bidgely.com/>

<https://www.linkedin.com/company/bidgely/>

