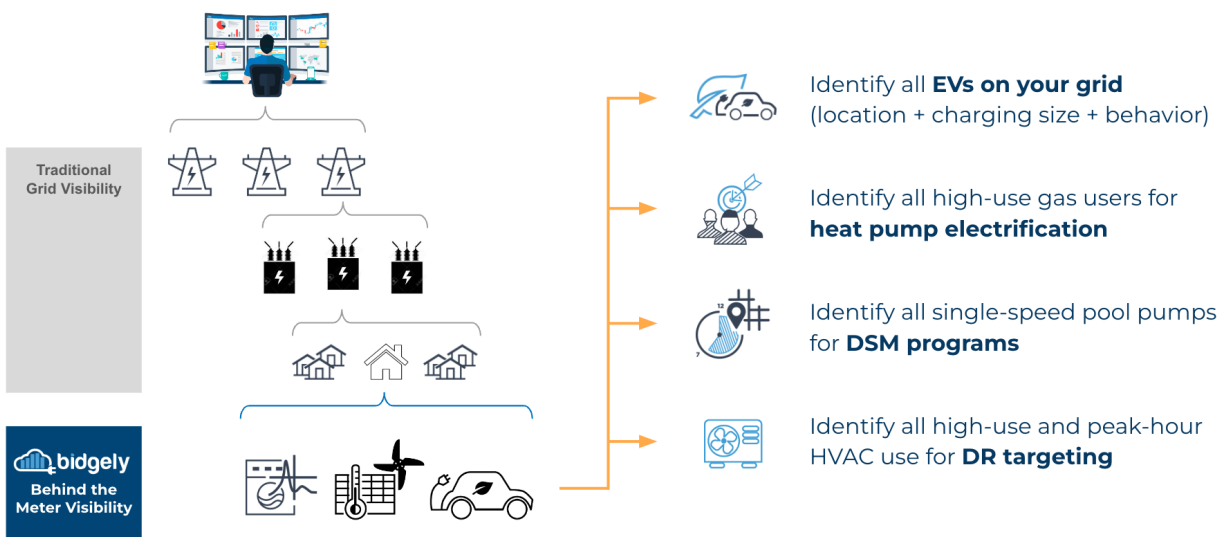# DISAGGREGATION THAT DELIVERS VALUE

Bidgely's true disaggregation provides a level of "behind the meter" visibility that supports a wide range of utility objectives - from improved CX, to greater Energy Efficiency, to being better able to manage the proliferation of DERs.

True disaggregation is so much more than just the ability to show a pie graph in your customers' emails or web application. Yet, that's what most providers who rely mainly on statistical disaggregation do - and that's where they stop.

Rather, true disaggregation delivers a range of benefits by embedding accurate, actionable intelligence into interactions - including targeting - delivering tangible outcomes, such as lowering bill shocks and calls, and yielding significant shifts away from peak charging.

Traditional Grid Visibility

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Behind the Meter Visibility

Identify all **EVs on your grid** (location + charging size + behavior)

Identify all high-use gas users for **heat pump electrification**

Identify all single-speed pool pumps for **DSM programs**

Identify all high-use and peak-hour HVAC use for **DR targeting**

Bidgely's behind-the-meter intelligence gives utilities the insights needed to improve customer experience, drive energy efficiency and enable new grid management strategies and programs.

Delivering Value Across Many Utility Programs

Bidgely is able to deliver unique value to utilities across a broad range of use cases, because our solution stack is built from the ground up to use the intelligence derived out of meter data using this disaggregation. This also helps you break down operational silos across your utility.
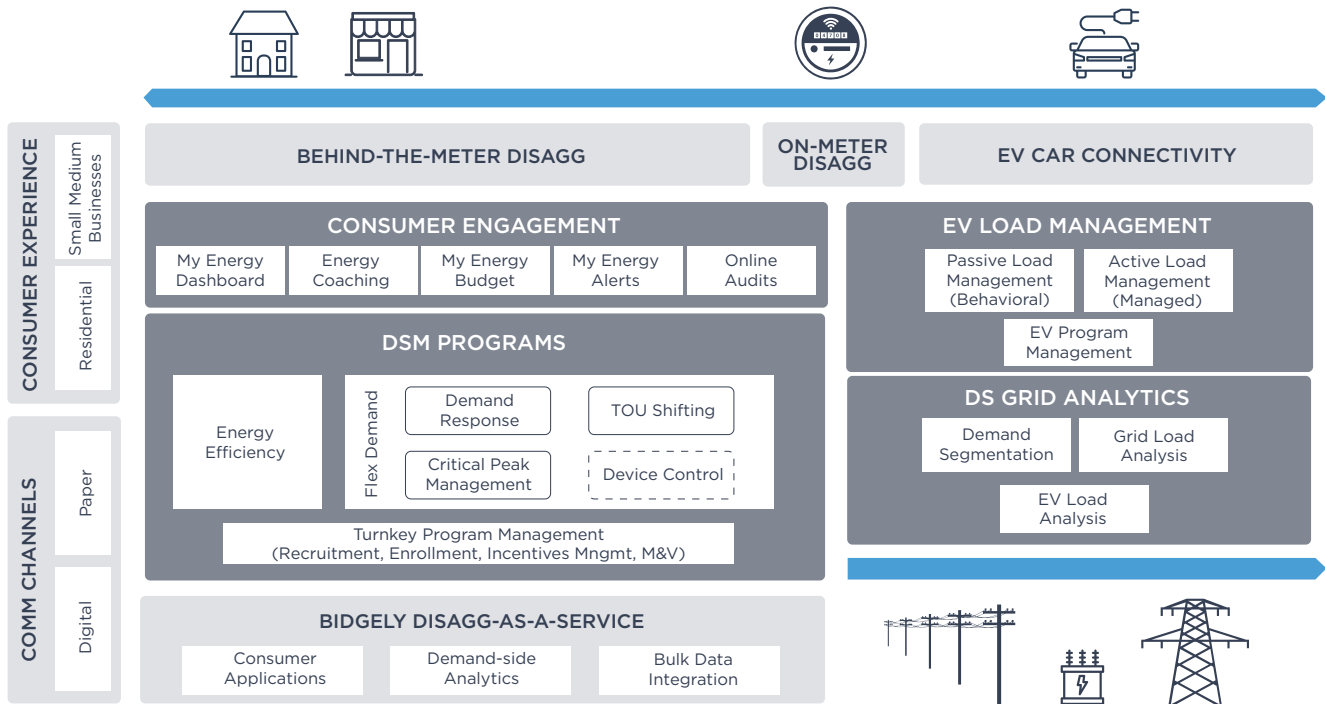
Embedded energy intelligence supports:

- **Consumer Engagement and CX Programs**

- **Demand Side Management Programs**

  Turnkey program management - including recruitment, enrollment, incentives management and M&V for:

  ° Energy Efficiency/BEE

  ° Flex Demand

    - Demand Response

    - Critical Peak Management

    - TOU Shifting

    - Active Device Control

- **EV Load Management**

  ° Passive Load Management (Behavioral)

  ° Active Load Management (Managed)

  ° EV Program Management

- **Demand Side Grid Analysis**

  ° Demand Segmentation

  ° Grid Load Analysis

  ° EV Load Analysis

AI Integrations

- Data integration to power consumer applications and demand side analytics

The types of scenarios in which Bidgely's time of use disaggregation tackles real-world problems facing utilities, include:

Similar Home Comparison (SHC) for EV Owners:
EV owners have unique charging habits based on their individual needs and circumstances, making it challenging to cluster and compare them effectively. High-accuracy EV charging estimation disaggregation is necessary to provide a more accurate comparison.

Bill Projection for Balanced Billing:
Monthly bill projections are no longer useful for customers on balanced billing, where they pay the same amount each month. Usage and cost insights need to align with the concept of annual true-up to provide more accurate bill projections.

TOU Transition:
Transitioning to a new rate structure brings challenges for customer segments, including Balanced Billing customers. Effective rate coaching requires true disaggregation down to the appliance time of use to provide accurate guidance.
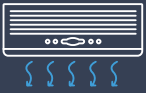
Supporting Beneficial Electrification:
To successfully convert customers to heat pump technology, accurate identification of customers who do not already own heat pumps or have less efficient heating systems is crucial. True disaggregation helps in accurately identifying potential customers for beneficial electrification.

Rate Comparison or Best Rate Module for Recent EV Owners:
Traditional algorithms for rate comparison or best rate modules rely on the last 12 months of usage, which may not accurately reflect the next 12 months for customers who recently purchased an EV. Accurate disaggregation is essential for modeling the usage patterns of these customers to provide more accurate rate comparison results.

$140
$120
$100
$80
$60

$80 You
$72 Efficient Homes
$94 Average Homes

Jul 28   Aug 27   Sep 28   Oct 27   Nov 27   Dec 27   Jan 27   Feb 28   Mar 24   Apr 24   May 25   Jun 25   Jul 26

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Read our comprehensive **Disaggregation Whitepaper**
Watch the **15-Minute Guide to Disaggregation**
Visit **bidgely.com**