Imagine if you could hire a team member who knows everything there is to know about your customers -- their energy habits, preferences, demographics, history of interactions with your utility, and more.

Beyond just understanding your customers at the deepest possible level, consider the possibilities if that team member could also quickly analyze how those customer insights impact utility operations organization-wide, including program participation, infrastructure operations and revenue generation.

You'd want that team member to take part in every conversation and meeting in the company. Data science. Customer satisfaction. Marketing. Program design. Grid planning. There would be no area of utility operations that would not benefit from his or her intelligence.

Sound too good to be true? It isn't. In fact, that additional bench strength is available today to help drive your business forward and make an immediate, meaningful and measurable impact on every aspect of your utility operations: Bidgely's UtilityAI™.

UtilityAI embodies the artificial intelligence made possible by millions of data points collected via gas and electric AMI and non-smart meters. Patented appliance signature-based disaggregation extracts fingerprints from hourly (or more granular) energy usage data to identify true customer behavior.

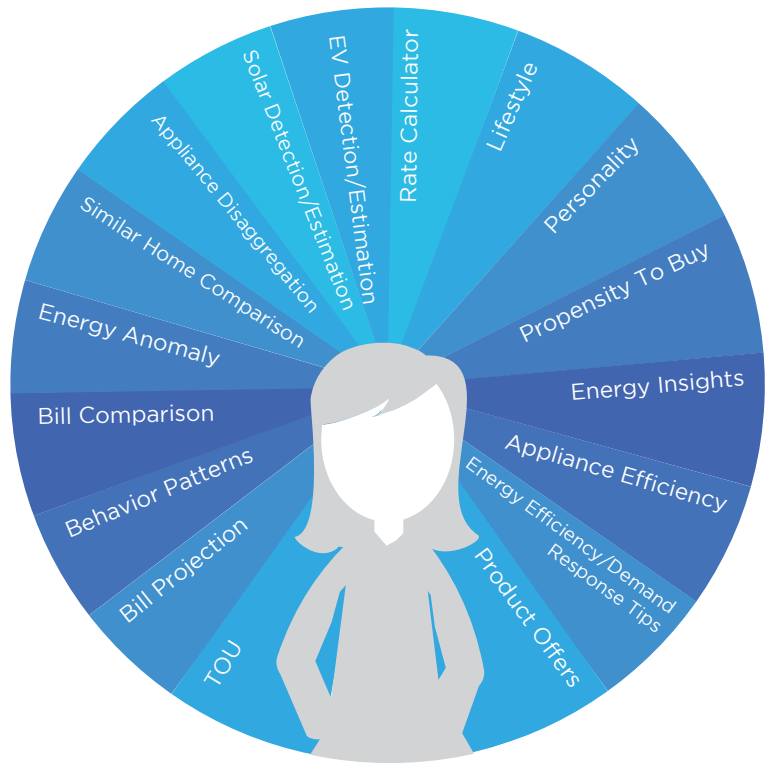**POWERED BY APPLIANCE DISAGGREGATION TECHNOLOGY**
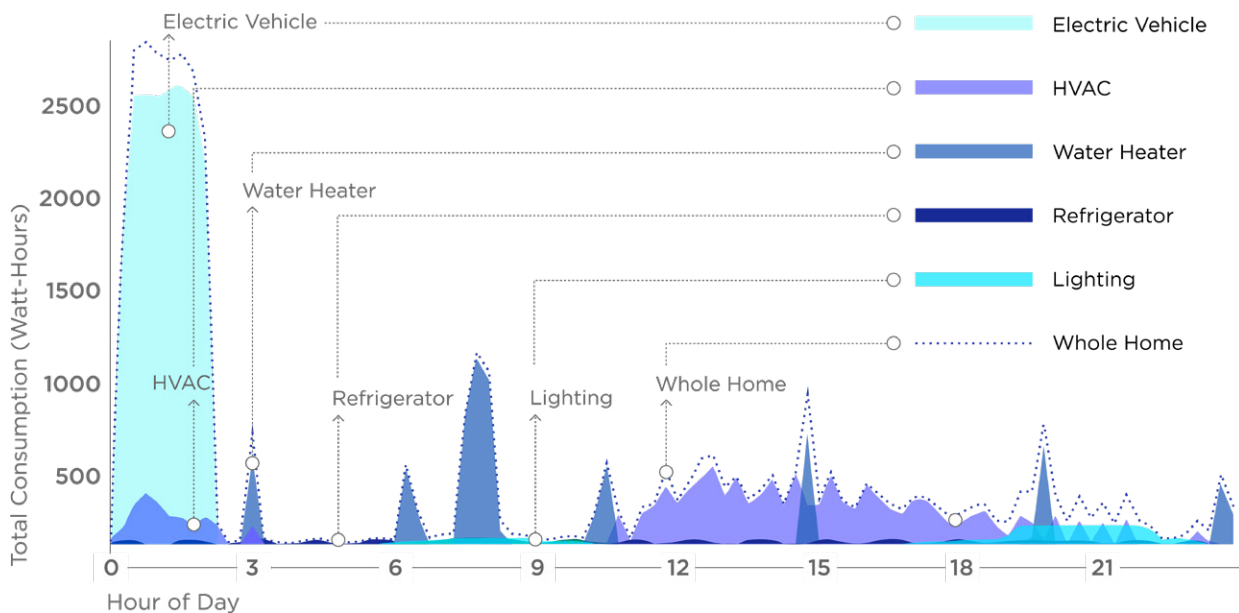
At the same time, omni-channel digital customer behavior tracking that mirrors the most advanced techniques employed by Netflix and Amazon simultaneously enriches energy usage data. The result is a utility asset with infinite capability to understand, design, relate, forecast and future-proof operations.

THE POWER OF PERSONALIZED INSIGHTS

With the world's largest repository of personalized customer energy insights at its core, the UtilityAI platform empowers utilities to achieve greater operational and program efficiencies, improved engagement, new revenue opportunities and meaningful ROI across business units.

Using meter data and analyses of actual customer energy habits, Bidgely's patented machine learning technology creates the world's most accurate customer energy profiles across 100+ attributes and delivers actionable insights for every customer in a service territory. These insights are continuously improved and personalized as customers go about their daily lives and engage with the utility over time.

This AI-powered foundation allows every step of a customer's energy use journey to be hyper-personalized and optimized for success. Utilities can, for the first time, understand customers at a deeper level, anticipate their needs and proactively solve their problems as they engage in an ongoing dialogue with each individual customer about his or her energy use.

Wheel of insight categories: Rate Calculator, Lifestyle, Personality, Propensity To Buy, Energy Insights, Appliance Efficiency, Energy Efficiency/Demand Response Tips, Product Offers, TOU, Bill Projection, Behavior Patterns, Bill Comparison, Energy Anomaly, Similar Home Comparison, Appliance Disaggregation, Solar Detection/Estimation, EV Detection/Estimation

CUSTOMER ENERGY PROFILES

EMMA

Contact details
- 123 Main Street
- Anytown, US
- customer@gmail.com

Contract info
Contract start date
Tariff information

Billing information
Payment mode
Payment history

Electricity and Gas Usage
Smart Meter or Non Smart Meter Data

100% Itemization of the bill
- Up to 11 categories
- Monthly, month-to-date and time of use
- Based on a combination of machine learning + dynamic rules based model (sensitive to regions, seasons, vacations, weather...)

Self comparison trends
- Ongoing analysis of unusual trends
- Week over week
- Month over month
- TOU
- Year over year
- Week vs weekend days
- ...

Neighbourhood insights
- Efficiency comparison to similar homes
- Neighborhood insights, ie 'your neighborhood used 20% more in 2019 than 2018. Let's do better in 2020'

Bill insights
- **Bill analysis** - Key reasons why your bill might be higher / lower
- **Bill projection**
- **Budget / challenge**

Engagement profile
- Actively engaged vs engaged vs passive
- Content preference (green, comfort, budget...)

EV & PV Details
- EV detection, EV usage estimation, EV TOU, EV tariffs recos, EV chargers recos...
- PV detection, PV generation estimation...

Personalized recommendations
- Energy tips personalised insights
- Energy efficient products and services
- Best tariffs

Propensity modelling
- Likelihood of a customer to do something (buy, churn...)

A HYPER-PERSONALIZATION PLATFORM FOR SUCCESS ACROSS OPERATIONAL AREAS

With the expansion of smart meter deployments, utilities have more inputs than ever to empower their team's planning, execution and customer communication. That said, transforming those data points into actionable intelligence is often a challenge for internal teams. The UtilityAI platform makes it easy to efficiently and effectively transform data into insights that deliver value for the full spectrum of utility programs with fewer resources. UtilityAI was designed from the ground up to better inform and unify historically disconnected programs and improve overall business outcomes -- a "built-in" approach that outperforms "bolt-on" energy software solutions that have failed to integrate acquired functionality.

CUSTOMER ANALYTICS & INTELLIGENCE

Personalized customer experiences that yield improved CSAT, program targeting, and customer care & call center outcomes

Deliver the personalized service your customers expect to elevate the customer experience, increase satisfaction (CSAT) and reduce churn.

BEHAVIORAL ENERGY EFFICIENCY

Personalized Behavioral Energy Efficiency programs delivering improved Home Energy Reports, Demand Side Management, and Behavioral Energy Efficiency outcomes

Achieve cost-effective energy efficiency (BEE, HER) at scale for all customers and optimize spending on targeted demand side (DSM, DR) programs.

Behavioral Analytics & Intelligence

Home Energy Reports

Demand Side Management

Personalized Behavioral Programs

Behavioral Energy Efficiency 2.0

MARKETPLACE INTELLIGENCE

Personalized digital marketing makes possible greater success with lead generation, rebates and offers; value-added services; and expanded commerce

Generate new revenue via highly targeted program recommendations, offers and rebates and maximize revenue from marketplace programs.

Marketplace Intelligence

Lead Generation Rebates & Offers

Personalized Digital Marketing

Value-Added Services

Expanded Commerce

ENTERPRISE ANALYTICS & BUSINESS INTELLIGENCE

Personalized AMI & NSM insights that improve electrification; renewable energy; decarbonization; and planning, targeting & recruitment outcomes

More accurately model and plan for the integration of EVs and renewables with AI-informed customer analytics. Optimize grid operations through more granular load forecasting, informed grid upgrade planning, smart load shaping and hyper-targeted roll-out of Non-Wires Alternatives and load shifting programs.

Planning, Targeting & Recruitment

Net Zero Carbon

Personalized AMI & NSM Insights

Enterprise Analytics Solution

Electrification & Renewables
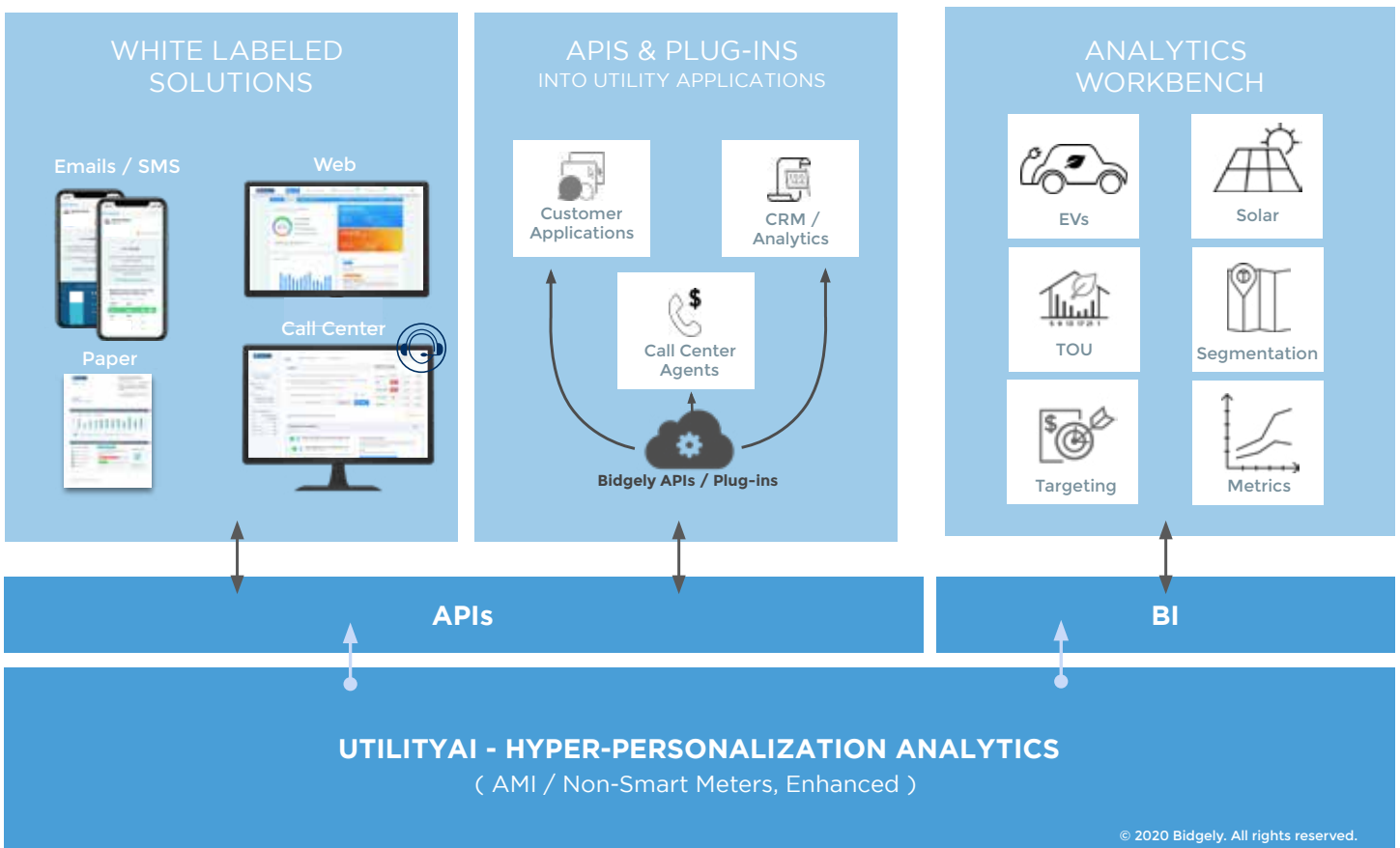
SOLUTIONS THAT DELIVER UTILITY-WIDE VALUE

No matter a utility's existing internal technology platforms, data capability or program maturity, UtilityAI can be seamlessly deployed via a wide-range of white labeled, API/plug-in and backend business intelligence solutions configured to solve a utility's unique challenges.

Delivered via a SaaS model, every UtilityAI solution is updated regularly to leverage the latest design trends, regulations, language requirements, accessibility options and more. The platform is modular, allowing a utility to activate desired programs and features according to its strategic goals, regulatory environment and budget.

To fast-track and simplify deployments, many utilities choose to white label UtilityAI solutions. For utilities that want to customize and embed Bidgely's insights through other channels, want more flexibility in customizing the user experience or want to combine the analysis of UtilityAI insights with other data sources, UtilityAI solutions are available through an API.

To streamline and simplify deployment of both white label and API UtilityAI solutions, Bidgely partners with leading utility meter innovators like Itron to accelerate the use of valuable advanced electric and gas metering infrastructure (AMI) data. Itron smart meters that include UtilityAI's enterprise analytics capabilities provide utilities with a scalable integrated solution that optimizes program deployment, reduces costs, and propels data-driven enterprise evolution.

With this flexible approach, UtilityAI is able to deliver multi-faceted value to every utility across operational areas, and fulfill electrification, load shifting, customer satisfaction, energy efficiency, new revenue generation and other pressing strategic objectives more effectively than any other platform on the market today.

WHITE LABELED SOLUTIONS

Emails / SMS

Web

Paper

Call Center

APIS & PLUG-INS
INTO UTILITY APPLICATIONS

Customer Applications

CRM / Analytics

Call Center Agents

Bidgely APIs / Plug-ins

ANALYTICS WORKBENCH

EVs

Solar

TOU

Segmentation

Targeting

Metrics

APIs

BI

UTILITYAI - HYPER-PERSONALIZATION ANALYTICS
（ AMI / Non-Smart Meters, Enhanced ）

A SINGULAR PLATFORM WITH INFINITE APPLICATIONS

To fully understand the versatility and power of UtilityAI, consider how utilities around the world have uniquely leveraged the AI-powered platform to successfully design and improve their programs and services in multi-faceted ways.

HOME ENERGY REPORTS FOR ELECTRIC CUSTOMERS CASE STUDY

ROCKY MOUNTAIN POWER

ROCKY MOUNTAIN POWER

Rocky Mountain Power began offering first generation paper Home Energy Reports (HERs) in 2012. By 2018, the utility was eager to build on its program foundation and take it to the next level, harnessing the next wave of customer engagement as a means to drive customers toward a digital, two-way dialogue.

Rocky Mountain Power selected UtilityAI to replace its legacy HER program with its advanced **HER 2.0** solution to deliver:

INCLUSION

Democratizing and expanding its HER program to a greater number and broader cross-section of customers -- including those most often underserved -- by reducing program costs, serving non-smart meter customers and leveraging digital channels.

INTERACTIVITY

Improving and modernizing the customer experience with digital tools designed to facilitate more frequent two-way communication, invite immediate feedback, provide 24/7 access to information and allow customers to personalize and prioritize the information they want to receive on the timeline that works best for them.

ITEMIZATION

Simplifying and facilitating customers' efforts to reduce electricity consumption and maximize savings by moving beyond conventional methods of general peer comparison reporting to reporting that delivers a wider variety of more personalized appliance-level energy use information and specific conservation recommendations.

INTELLIGENCE

Harnessing the power of artificial intelligence to more efficiently and accurately detect, anticipate, personalize and enrich a customer's energy use experience to improve both customer savings and satisfaction.

The Rocky Mountain Power migration to UtilityAI and its HER 2.0 platform was successfully completed in less than six months, and provided a frictionless transition for legacy HER program participants to the new platform.

More than a superior HER program, the implementation of UtilityAI also allowed the utility to realize measurable gains in its **customer satisfaction and engagement** programs. Over the course of millions of emails disseminated to Rocky Mountain Power customers, **email open rates averaged 38 percent** -- nearly double the utility industry norm. Email recipients also gave the email communications they received **80 percent "likes"** via thumbs up and thumbs down voting buttons included with every message. Customers also responded very favorably to the availability of the new web portal, resulting in a **26 percent increase in traffic** to the Rocky Mountain Power website.

LEARN MORE AT: **https://go.bidgely.com/RMP-Bidgely_AI-HERs_Case-Study.html**

HOME ENERGY REPORTS FOR MEDIUM CONSUMPTION GAS CUSTOMER CASE STUDY

SOCALGAS

SoCalGas

Deployments of UtilityAI HER 2.0 with gas utilities have yielded results similar to those realized by electric utilities, based on machine learning from more than 50 billion AMI gas meter reads and disaggregated gas appliance-level insights for all customers.

For example, SoCalGas serves 21.8 million consumers in California and has successfully deployed AMI meters to 100 percent of its service territory. The utility sought to harness the power of AI and data to build on its legacy HER program and expand it to the next level. They sought a solution that delivered:

INCLUSION	Democratizing and expanding its HER program to a greater number and broader cross-section of customers -- including medium consumption customers.

COST EFFECTIVENESS	Prioritizing digital communication to allow greater numbers of customers to be engaged without the high cost of additional paper reports.

GAS DISAGGREGATION	Simplifying and facilitating customers' efforts to reduce gas consumption and maximize savings by moving beyond conventional methods of general peer comparison to reporting that delivers a wider variety of more personalized appliance-level energy usage information and specific conservation recommendations.

SPEED TO INNOVATION	Leveraging AMI data to deliver next-level insights to customers using a flexible and nimble pay-for-performance approach that would yield savings in less than $3\frac{1}{2}$ months.

The utility selected UtilityAI's **HER 2.0** solution to deliver therms savings among medium consumption customers via digital alerts.

UtilityAI's HER 2.0 program delivered outbound monthly itemized home energy reports and similar home comparison reports with personalized recommendations to 405,000 customers. The program was set to run for 12 months to cover both the winter season as well as measure a full year's savings. The new HER 2.0 digital communications featured greater and more helpful detail than the legacy paper reports, as well as positive, proactive messaging to better inspire and empower customers to save energy.

SoCalGas successfully deployed UtilityAI in less than three-and-a-half months and immediately exceeded the program's energy efficiency goals, with **286,540 therms saved** between December 2019 and February 2020. Beyond demonstrating measurable gains in program participation, HER 2.0 yielded an overall boost to **customer satisfaction** and **engagement.**

Over the course of thousands of emails disseminated to the utility's gas customers, **email open rates averaged 50 percent"** should be bold rates averaged 50 percent -- double the utility industry norm. Email recipients also gave the email communications they received **81 percent "likes"** via thumbs up and thumbs down voting buttons included with every message.

LEARN MORE AT: **https://go.bidgely.com/SoCalGas-CaseStudy.html**
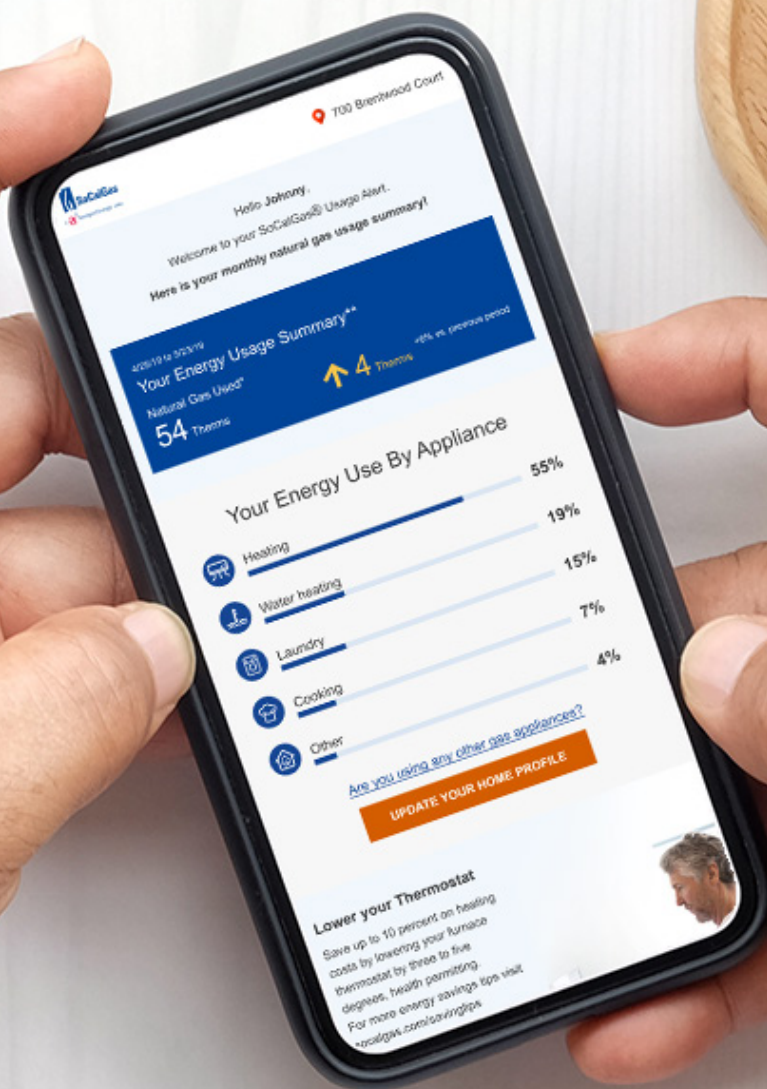
ENERGY ADVISORS IN THE CALL CENTER CASE STUDY

US ELECTRIC UTILITY

An electric utility serving more than a million customers in the US is leveraging UtilityAI to enhance the value of its smart meter data to optimize operations across departments.

The utility selected Bidgely as its partner after an internal study revealed that customers were overwhelmingly in favor of itemizing their bills by their appliance usage. Customers also wanted more granular information about their energy usage and better guidance as to what actions they need to take to manage their bills. That finding lead to an investment in customer communication designed to:

IMPROVE	Improving customer experience and generating an overall lift in customer satisfaction **customer satisfaction.**

OPTIMIZE	Optimizing **call center operations** by reducing time spent on high bill calls through faster, more insightful and personalized customer support.

|	
STREAMLINE	Streamlining the **home audit program** by reducing the number of truck rolls required and empowering field technicians to better solve customer pain points when home audits do occur.

A revamped self-serve online platform was the first deliverable. Historically, customers had to complete a 30-question online survey before receiving any insights about their energy usage. The new, UtilityAI-powered portal provided more accurate AI-powered energy insights and bill disaggregation without any customer inputs.

These same customer insights transformed call center operations. UtilityAI's **CARE call center solution** for the first time enabled customer service representatives to quickly identify what anomalies had occurred on a customer's account that might indicate the reason for the call and help rapidly pinpoint solutions. After deploying CARE, the utility realized a **50 percent increase in online audit completion, reduced their Average Handling Time (AHT) for high bill calls by 2:50 (min:sec)** and **improved overall customer satisfaction** with the utility.

Because customer concerns could be successfully resolved via phone, the utility was able to reduce the number of troubleshooting field visits. When a **field audit** did take place, technicians were equipped with energy insights that made pinpointing and resolving problems much easier.

Building on the success of these programs, the utility turned to UtilityAI when it was faced with an under-subscribed air conditioning (AC) **rebate program**, leveraging UtilityAI's customer intelligence to deliver higher adoption rates and optimize its marketing spend. UtilityAI's analytics identified the top 5 percent of eligible customers with the least efficient AC usage. UtilityAI's algorithms for determining inefficiency began by clustering customers according to their home type, size, location and appliance profile, and then comparing usage across residences in each cluster of homes. Using the UtilityAI-generated customer list, the utility was able to boost adoption rates using targeted, personalized marketing that promoted an improved value proposition for customers with inefficient AC usage.

REDUCED **AHT** BY **2:50**
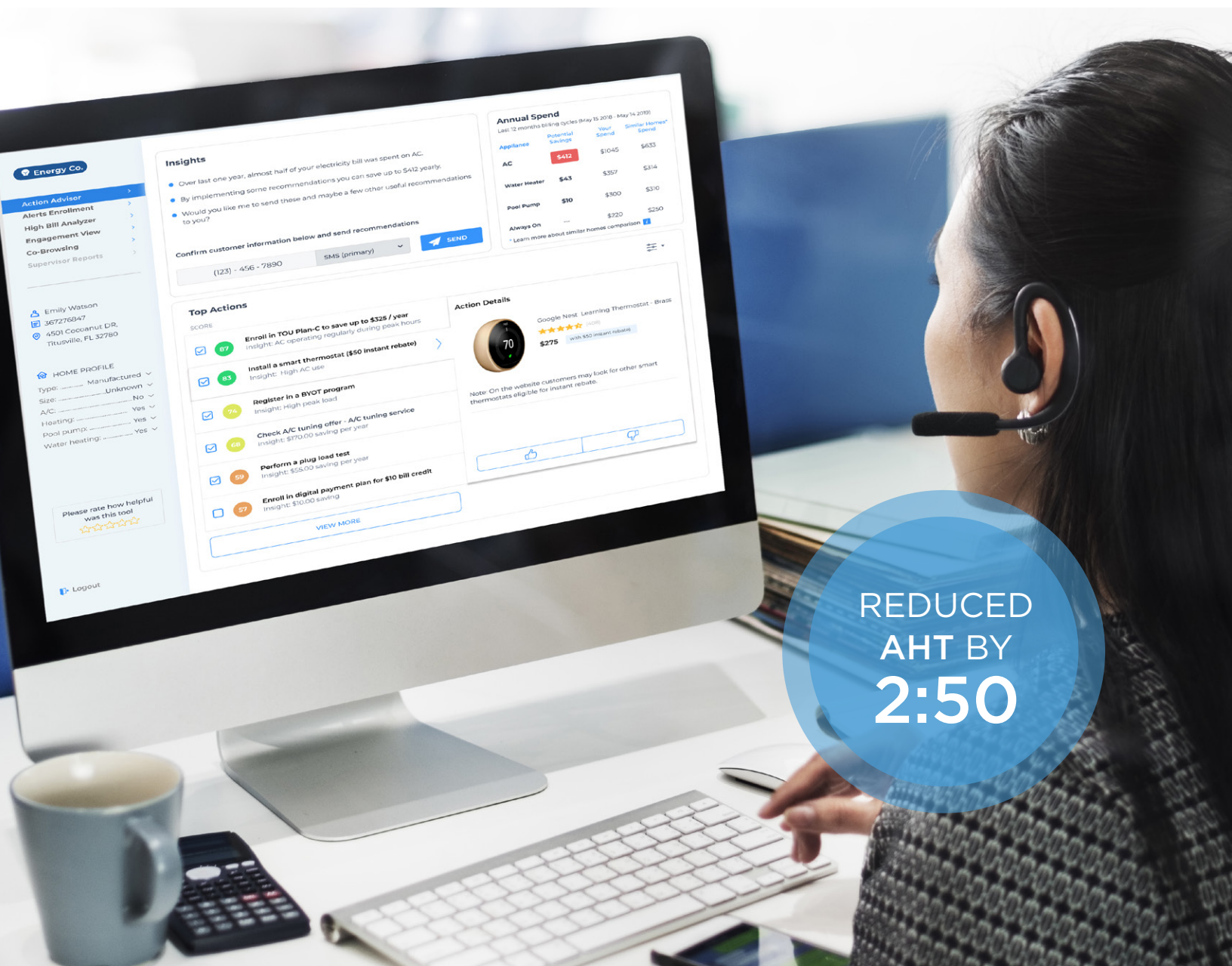
UTILITYAI TRANSFORMATION CASE STUDY

NV ENERGY

With a customer-centric approach to energy management, NV Energy (NVE) is continually looking for ways to improve customer engagement and leverage tools to provide more efficient and effective customer service and diversified program offerings. UtilityAI provides the platform from which they have realized gains across their operations.

As a guiding philosophy, NV Energy sought to create a personalized experience for each customer to **increase engagement and satisfaction;** leveraging insights into customer behaviors, preferences, and needs to drive NV Energy customer intelligence strategies and customer adoption of new programs and services; and encouraging integration of the program's analytics to provide quantitative inputs for multiple NV Energy business units.

NV Energy selected UtilityAI's fully-integrated solution to deliver:

APPLIANCE DISAGGREGATION	Personalizing recommendations and alerts.
CUSTOMER CARE CO-BROWSING	Allowing call center service agents to view the same energy data that customers see to support a positive resolution to calls.
HOME ASSESSMENT SURVEYS	Informing surveys with energy disaggregation to pre-populate responses resulting in **80 percent completion rates**.
PROGRAM PARTICIPATION TARGETING	Identifying customers most likely to opt into specific programs, purchase new equipment, or take advantage of in-home audits and rebates.
FIELD AUDITOR TOOL	Collecting in-home audit data that automatically syncs to relevant utility databases at headquarters.
GRID OPTIMIZATION	Leveraging analytics to inform grid planning and drive TOU rate adoption to shift loads.

Any change in customer data -- disaggregation analytics, survey answers, home audit results, etc. -- is reflected immediately in the customer record, creating what NV Energy terms a "single source of truth." Not only does this ensure that the customer always sees up-to-date information, it also enables multiple NV Energy business units to improve their operational efficiencies. For example, call center agents can now view the same energy data and usage insights that customers see to assist in call resolution, and field auditors can use the data and insights to better prepare for in-home energy assessments.

This approach has paid dividends across the utility. For instance, when introducing a new Energy Efficient Pools and Spa program, NV Energy put UtilityAI to work to disaggregate AMI data to reveal pool pump appliance ownership and consumption. Their goal was to identify single speed pool pump owners who had the highest savings potential in order to target them with outreach to encourage upgrades to more efficient devices. At the same time, they sought to identify which homes were running their pool pump during peak hours as priority targets for the utility's load shifting initiatives. UtilityAI allowed NV Energy to simultaneously **streamline marketing** efforts and expenses, maximize the **energy savings** earned per paid incentives, and enable **grid optimization** through **load shifting.**

80% AUDIT COMPLETION RATE

ENERGY DISAGGREGATION-POWERED CUSTOMER REPORTS CASE STUDY

TEPCO ENERGY PARTNER

TEPCO
TEPCO Energy Partner

Serving 29 million customers throughout Japan, TEPCO Energy Partners sought a multi-faceted solution that could simultaneously **reduce its customer churn rate, improve customer satisfaction** and **facilitate an enterprise-wide digital transformation**. The energy retailer recognized that their goals could be most efficiently achieved with programs built upon individualized customer insights and personalized customer interactions, which they say provide "a unique opportunity to further actively engage with our customers and differentiate ourselves around additional valuable services for them to better manage energy usage and spending." Beyond the industry's most advanced AI technology and communications tools, the utility also needed a platform that could operate at 29M scale. Bidgely's UtilityAI was the only platform capable of delivering on all fronts.

UtilityAI enabled TEPCO to supply **annual energy reports** to a subset of TEPCO customers that provide a breakdown of home energy consumption by appliance category for the first time in Japan. The reports also include rate plan and other TEPCO program and service recommendations specific to each individual home based on advanced analysis of customer smart meter and other data.

Outcome data collection is ongoing, however, initial reports have demonstrated that **91 percent of TEPCO customers find Bidgely reports useful** or very useful, and **66 percent have followed UtilityAI-informed rate plan recommendations**, reinforcing deeper **customer engagement.**

Looking forward, TEPCO plans to leverage UtilityAI's analytics as part of a corporate-wide digital transformation to include **paper-to-digital conversion** and **data monetization.**
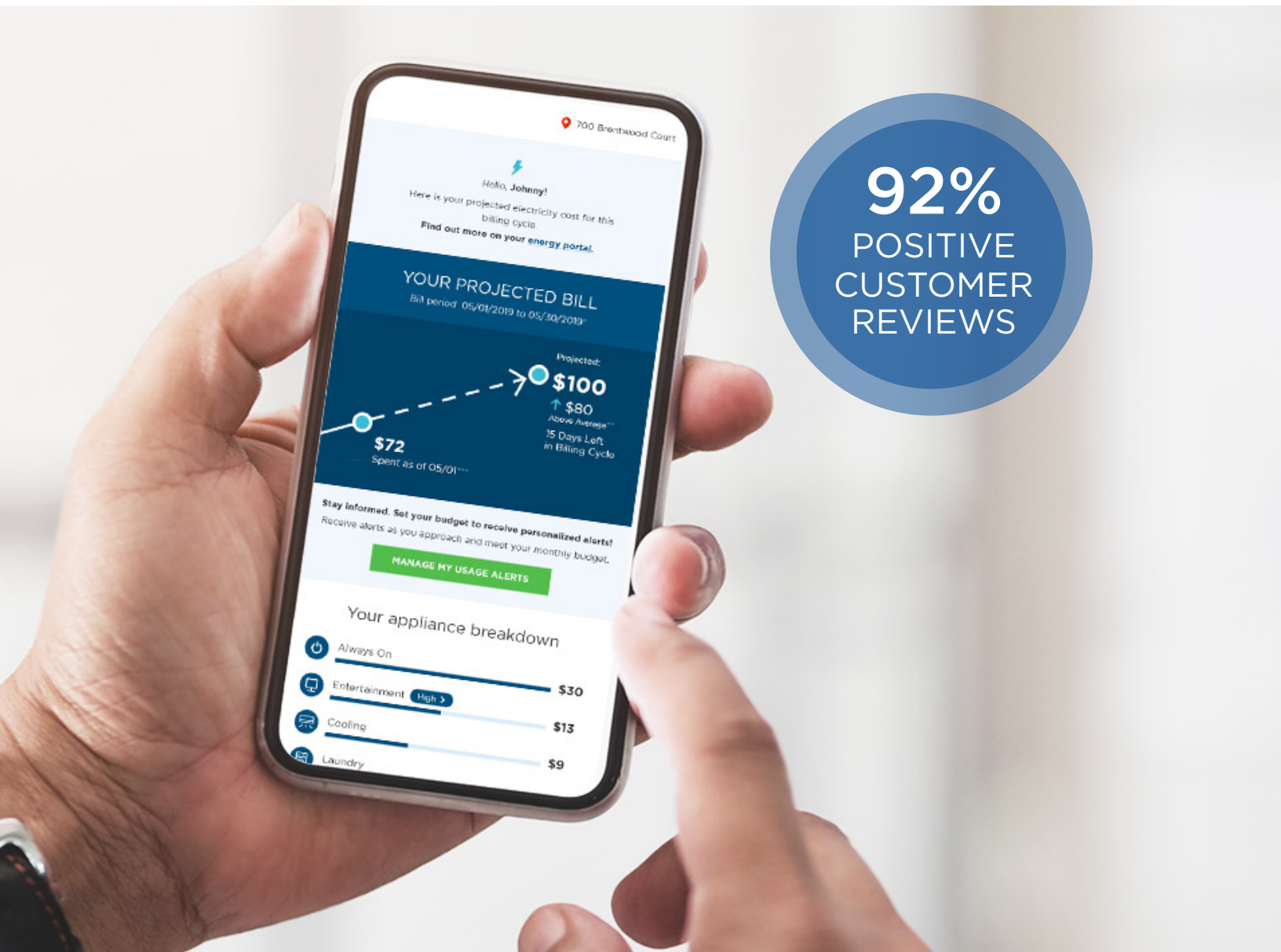
DIGITAL ENGAGEMENT FOR BUDGET CONSCIOUS CUSTOMERS CASE STUDY

EASTERN U.S. ELECTRIC UTILITY

A utility serving more than 7 million customers in the Eastern half of the United States deployed UtilityAI to improve its customers' **budget journeys**. Leveraging Bidgely's disaggregation science and **customer engagement** tools, the utility was able to utilize its smart meter data to automatically send customers a series of monthly communications at key intervals during the billing cycle, including estimated electricity costs to date and projected energy costs for the month. The program also offered customers the option to enroll in budget alerts.

Initial analysis of the program, based on the distribution of ~6 million customer alerts, showed **an uplift of 11 percent** in connection with "Bill and Pricing" category scores in the utility's industry-standard **customer satisfaction** surveys and **92 percent positive customer reviews** when asked for feedback on the budget alerts.

MONETIZATION CASE STUDY
VÝCHODOSLOVENSKÁ ENERGETIKA (VSE)

Slovakia's leading utility, Východoslovenská energetika a.s. (VSE), is an industry leader when it comes to expanding the utility business model beyond the supply of kWh to include a wide range of products and services for the home. VSE turned to Bidgely to further **improve customer engagement** and **expand its non-kWh revenue generation** by creating new value from its customers' recently installed smart meters and to create a utility-wide, omni-channel personalized customer advisory and sales program delivered through email, web, the call center and field energy advisors.

The utility tapped UtilityAI's patented disaggregation technology for both smart and non-smart meters to build its program based on detailed understanding of the energy consumption in every home. Together with Bidgely, VSE created a web platform to provide customers with insights about their energy use, together with an opportunity to efficiently complete a home profile to enable greater personalization. Leveraging each customer profile, the VSE call center was then able to schedule in-home visits during which a field agent could discuss highly-relevant products and services with each customer. The UtilityAI platform informed all teams within the utility about the full history and outcome of every digital and in-person communication with each customer to continuously improve future customer interactions.

The initial pilot resulted in very **high customer satisfaction** with the services, with **97 percent of customers opting in** to continue to receive personalized communications and recommendations from VSE and **95 percent rating them as "useful."**

LEARN MORE AT: https://go.bidgely.com/Monetisation-Case-Study-Download.html

95%
RATE COMMUNICATIONS "USEFUL"

ELECTRIC VEHICLE ANALYSIS CASE STUDY

EAST COAST ELECTRIC UTILITY

A utility serving 300,000 customers on the East Coast of the United States sought to better serve its customers by designing new EV rate options and EV programs tailored to meet their needs. At the same time, the utility wanted to mitigate any potential transformer overload conditions associated with projected EV growth and adoption, and proactively repair or replace transformers susceptible to overloads due to an increase in the number of customers charging EVs at home.

The utility turned to the UtilityAI **Analytics Workbench** to accurately and efficiently pinpoint the number and location of EVs throughout its territory. Further, they were able to leverage Bidgely's disaggregation technology to determine the size of all EV chargers in use, as well as the time every EV owner charges his or her vehicle.

These analytics informed a **new rate structure** and a range of **programs for EV owners** that streamlined **marketing** dollars, increased **energy efficiency** and deepened **customer engagement**. The findings also provided strategic direction for **infrastructure updates to maintain grid integrity.**

LEARN MORE AT: https://go.bidgely.com/EVSolnBrief_Download-Now.html

SMALL MEDIUM BUSINESS CASE STUDY

UTILITIES IN MIDWEST AND NORTHWEST

Seeing the CSAT, energy efficiency savings, new revenue potential and call center performance improvements that the UtilityAI platform has made possible with residential customers, utilities have turned to Bidgely to extend the UtilityAI platform to serve the **small and medium business (SMB)** sector with the same goals in mind for **commercial customers.**

For example, a dual-fuel utility serving 300,000 customers across several states in the Northwestern US is leveraging UtilityAI's load disaggregation for targeted **SMB energy efficiency measures, rate program adoption, personalized billing** and other customer communications. The platform will also inform the utility's **call center** dashboard for employees. A second dual-fuel utility serving more than 3 million customers in the Midwest is implementing UtilityAI to achieve similar engagement goals, as well as to harness powerful **analytics to examine end use loads across the commercial sector.**

LEARN MORE AT: https://go.bidgely.com/smb-solution-brief.html

MARKETPLACE CASE STUDY

CANADIAN ELECTRIC UTILITY

A Canadian electricity transmission and distribution service provider serving nearly 1.4 million customers in predominantly rural regions seeks to improve the quality of the customer experience in every interaction. In keeping with that goal, it has developed a set of what it calls "customer commitments" based on feedback from its customers, employees, and industry experts as to what customers value most. One of those commitments is to help customers manage their electricity use by serving as a trusted source of advice as to how to keep electricity costs down.

With that commitment in mind, the utility partnered with Bidgely to create a UtilityAI-driven online **marketplace** designed to enhance the utility's value to customers and position itself as an energy advisor who provides useful insights to help customers conserve and use electricity more efficiently, manage their demand, and move to cleaner energy sources in a manner that best suits them. This hyper-personalized, customer-focused approach to a utility marketplace delivers recommendations for energy-related products and services based on each customer's unique energy usage and energy-related goals. The marketplace is also multi-channel, with a self-service web portal, email-based recommendations and call center representatives informed to serve as energy product advisors.

With UtilityAI, the utility is able to help customers make better buying decisions for products such as thermostats and appliances as well as services such as HVAC and other energy efficient home improvements. Beyond browsing, comparing, and purchasing energy-efficient products and services online, the marketplace also facilitates point-of-sale and other **rebates and incentive redemptions.**

By customizing and improving each individual's energy-related shopping experience, the utility is able to facilitate better overall **customer engagement** based on a positive, ongoing and deepening dialogue. Meaningful engagement then serves as a means to increase **customer satisfaction, better retain/grow load on the system, protect against load defection, and promote electrification**. Best of all, the new marketplace revenue streams offset the cost of providing the service to reduce rate increases and generate unparalleled utility-wide marketplace ROI.

LEARN MORE AT: **https://go.bidgely.com/marketplace-solution-brief**
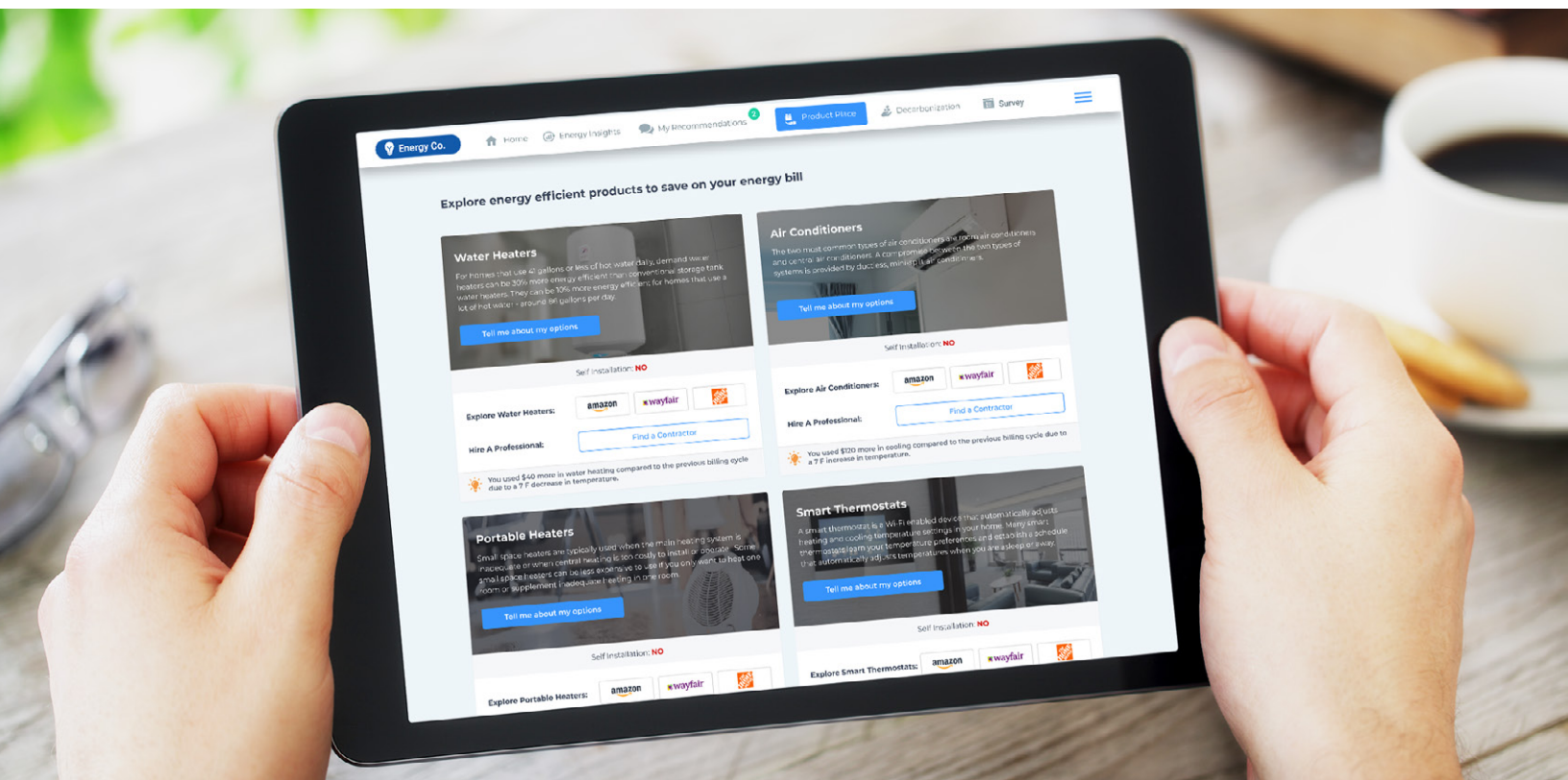
PV GRID ANALYSIS CASE STUDY

UTILITIES IN US AND EUROPE

When it comes to grid planning associated with the proliferation of renewable energy, utilities in the US and Europe are working with Bidgely to leverage net consumption AMI data analysis to simply, affordably and efficiently create an 8760-hour-per-year energy production profile to accurately forecast the effect of PV on the grid. AMI data analysis can calculate aggregate solar production per substation to inform **peak load planning, rate planning** and **rate making**. Utilities are also leveraging UtilityAI to identify homeowners who are most likely to benefit from rooftop solar to inform **PV rebate and marketplace programs**. For example, customers who are not able to sell power back onto the grid, or who could benefit from reducing mid-day power consumption to avoid a time of use rate have been successfully targeted with programs outlining the advantages of owning solar generation. And existing solar customers who are exporting a lot of energy to the grid are ideal candidates for energy storage offers. UtilityAI is also proving a powerful PV **customer engagement** tool as its solar production estimation and monitoring capabilities enable utilities to proactively notify customers when there is a significant drop in solar production -- which for some utilities has also enabled **new revenue** generation through O&M services to resolve any issues.
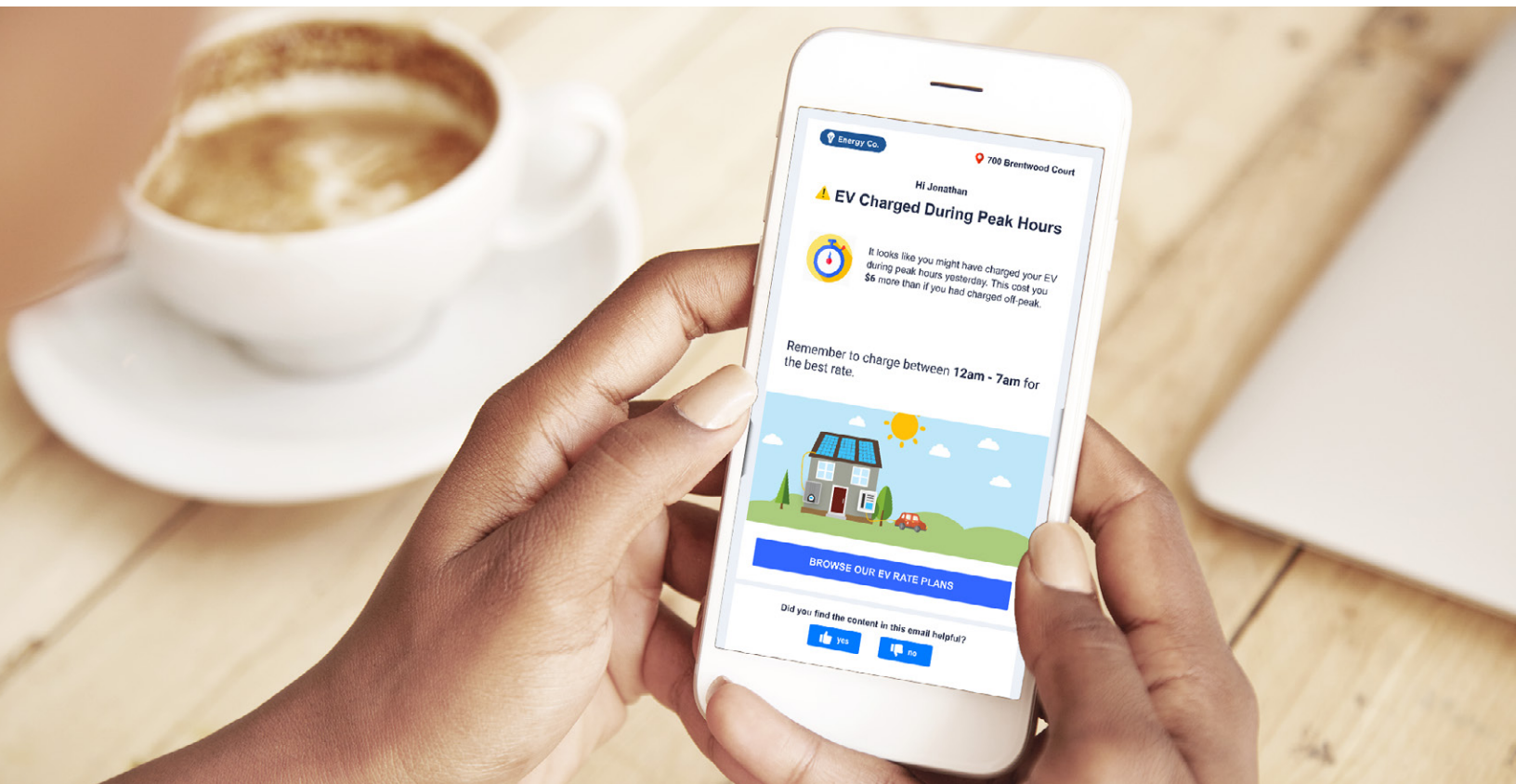
Trusted by utilities and energy retailers worldwide, UtilityAI product solutions are at work in more than 18 million homes across more than a dozen countries, transforming utility operations and the future of energy. Are you ready to make UtilityAI the MVP on your team?

Contact us at: **utilityai@bidgley.com**
and experience it for yourself at **demo.bidgely.com**

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