FIRSTFUEL

BUILDING ENERGY ANALYTICS

# CPUC Workshop: AB 802 Normalized Metered Energy Consumption

FIRSTFUEL SOFTWARE - CONFIDENTIAL

***January 27, 2016***

# CUSTOMER INTELLIGENCE PLATFORM FOR THE ENERGY INDUSTRY

2

**IMPORT ADDITIONAL DATA**

**ADVANCED ANALYTICS**

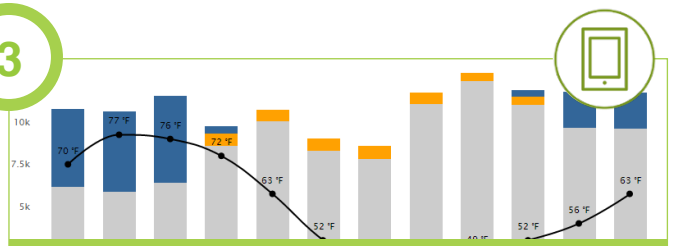
**UTILITY DATA**

- Meter Data
- Address
- *Other*

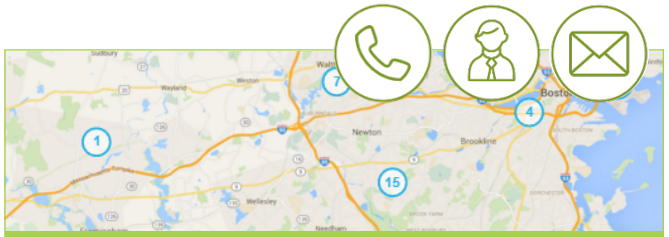
**DATA USABILITY**

1

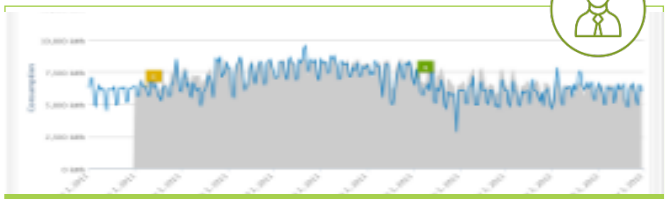
3




**Digital Engagement**




**Sales/Marketing Productivity**

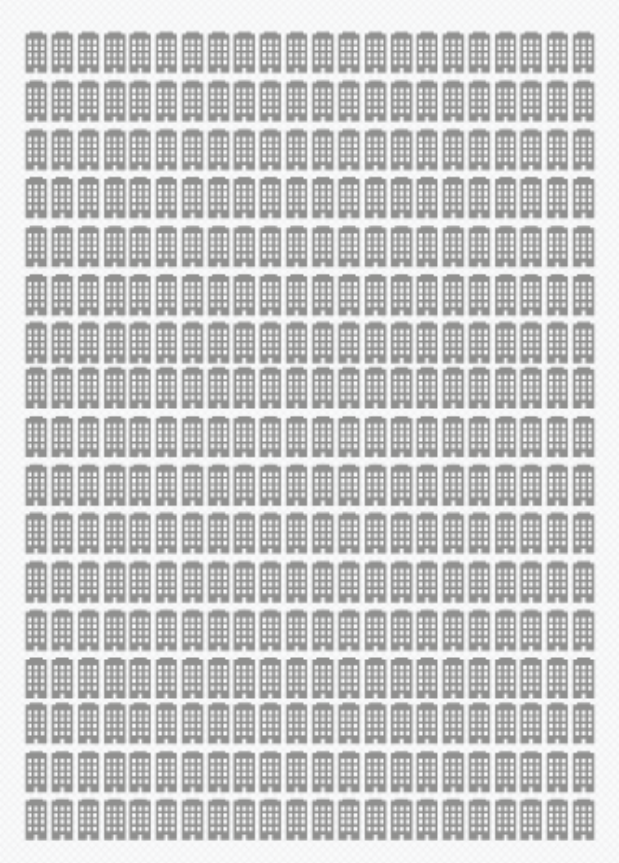


**Key Accounts Management**

# AN INTELLIGENCE-DRIVEN APPROACH

# THE COMMERCIAL CUSTOMER CHALLENGE

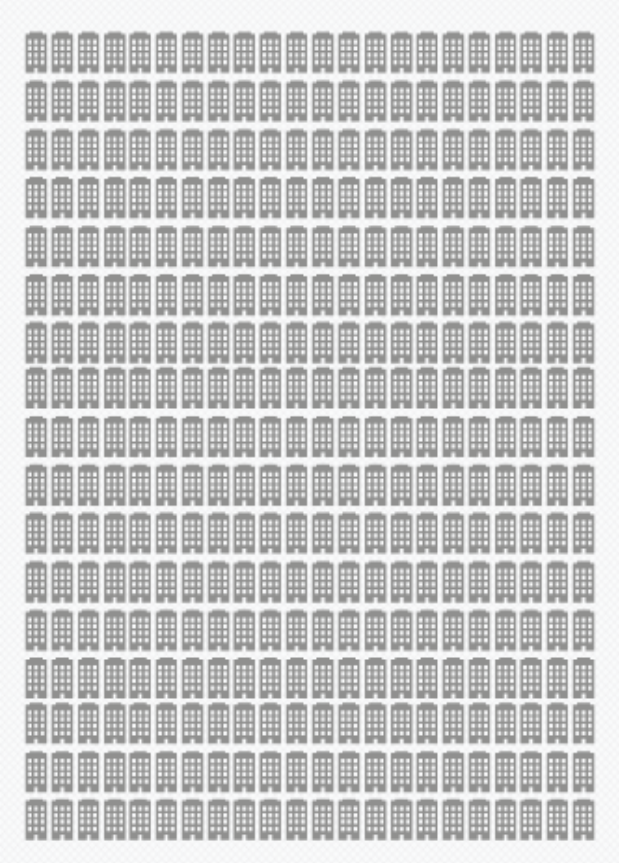
## Commercial Customers



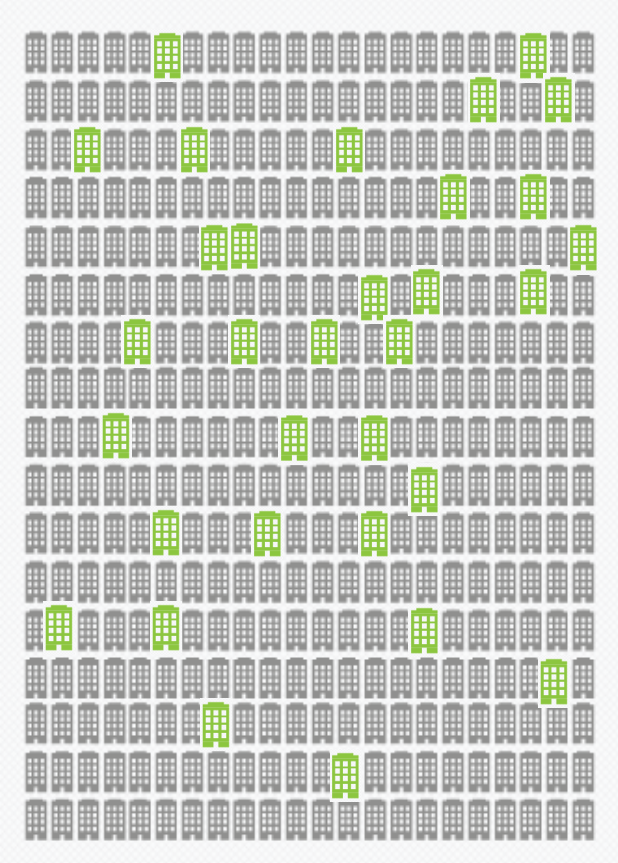
- Diverse needs
- Limited capital
- Busy and hard to reach
- **Large savings potential**

# THE COMMERCIAL CUSTOMER CHALLENGE

## Commercial Customers



## Qualified Customers



# ANALYTICS ENABLED PROGRAM DESIGN

| Opportunities | Challenges |
|---|---|
| Targeting/Qualification/Customer Segmentation Optimization | Change Management in the Implementation World |
| Increased Customer Acquisition/ Conversion | Tight Integration and Clean Hand Off |
| Reduces Time/Cost to Serve | Interval Analysis Methodologies vs. BAU (Ex. Economizers) |
| Bigger Project Size | Regulatory Comfort with Proprietary Methods |

# WHAT IS NEEDED TO SCALE EE?

- Change Management for EE Industry
  - New tools require level of comfort
- Confidence in Automated M&V
  - Validations and Metrics
- Existing Baseline for HOPPs Proposals
  - Increase Whole Building Programs
- Support RCx and Operational activities
  - Track these interventions at the meter

**THANK YOU!**

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