



Behavioral Demand Response and the Benefits of Layering HERs

June 13, 2016

Opower's Work Across the Globe

Company

- » Working with ~**100** utilities in **9** countries
- » Reaching over **50 million** homes and businesses
- » Over **600 billion** meter reads under analysis
- » ~ **600** people in London, Tokyo, Singapore, San Francisco, and Arlington, VA (HQ)
- » Publically traded company on NYSE: OPWR
- » 5/2/2016 Oracle announced \$523M acquisition of Opower



Impact

- 11 TWh** and **6M metric tons** of CO2 abated to date
- » **\$1+ billion** in customer bill savings to date



Behavioral Demand Response: Reach 100% with DR

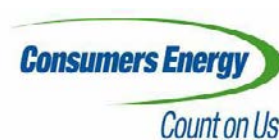
PEAK DAY NOTIFICATIONS



PERSONALIZED ADJUSTMENT



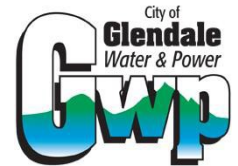
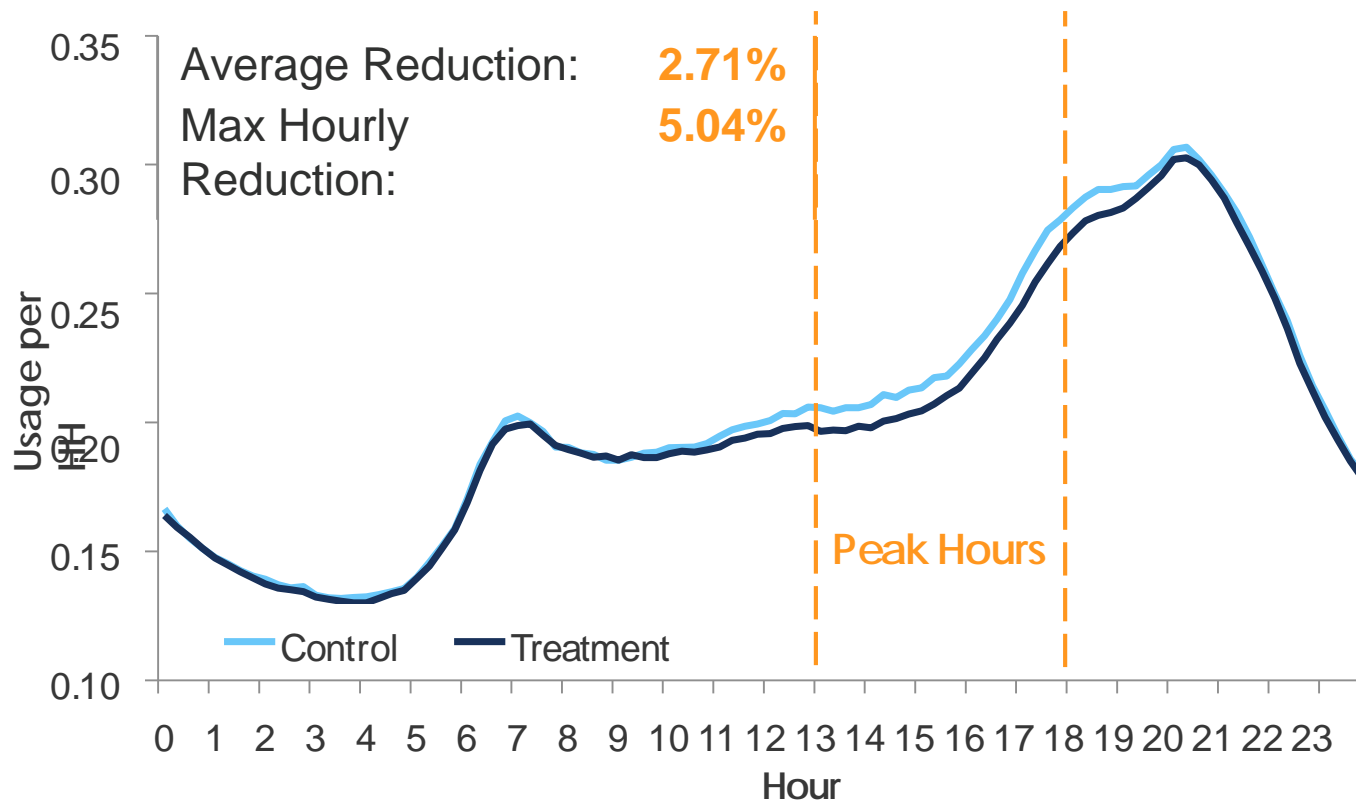
POST-EVENT FEEDBACK



BDR Result:

Large scale peak savings without a device or price

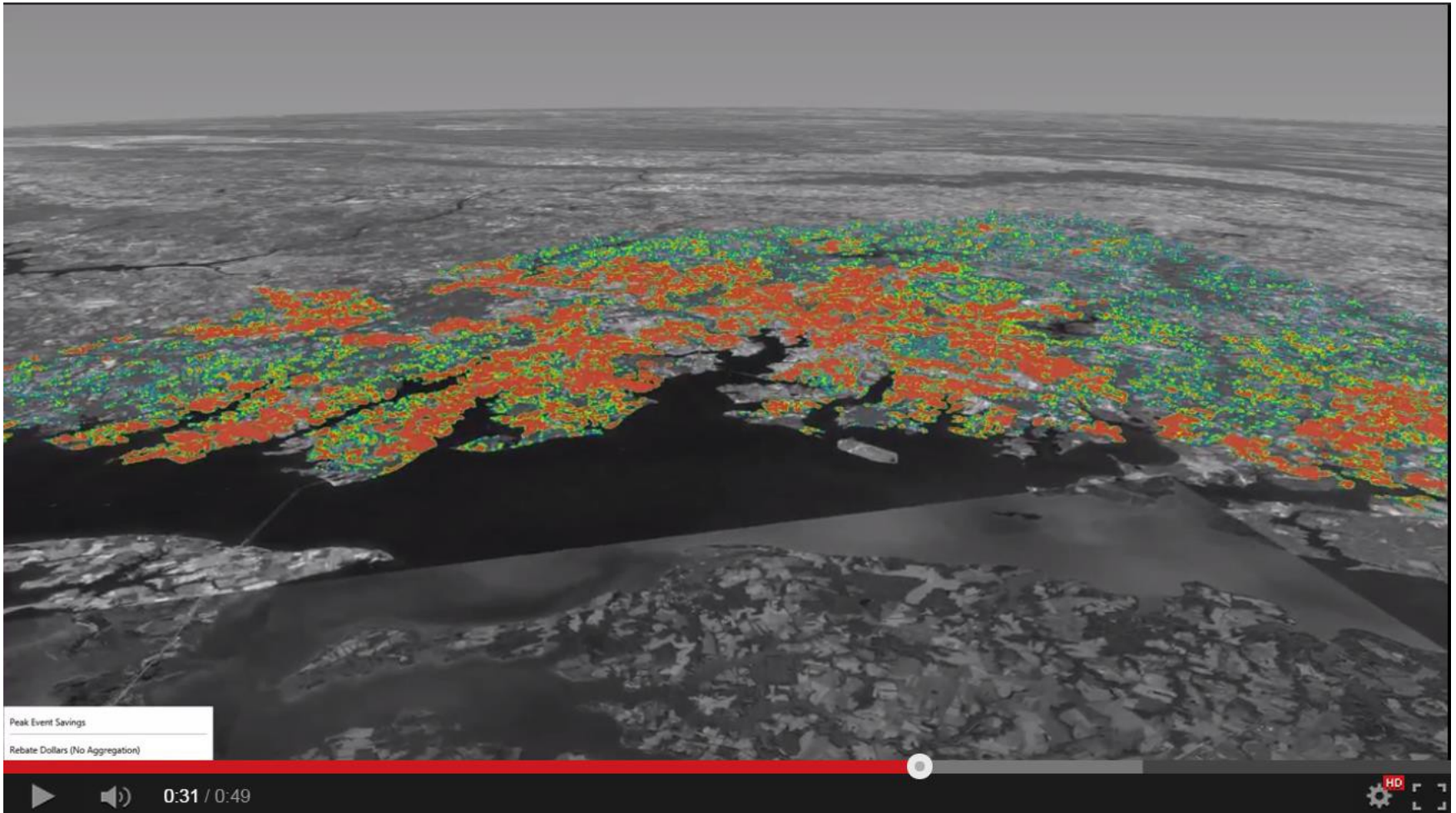
Performance across 32 events at 6 utilities



Load curve from one event during the 2014 BDR season at Efficiency Vermont. Used for illustrative purposes.



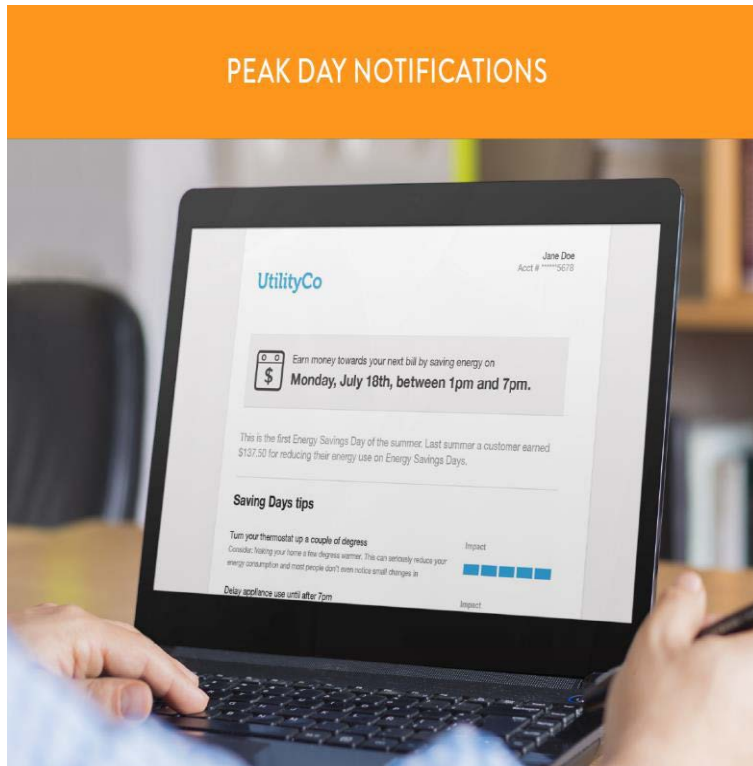
Customer Engagement = Widespread Reduced Peak Demand



Link to fly over video: <https://vimeo.com/87295230>



Boosting savings with a price signal



BGE: proven peak savings at scale

1.1M homes engaged

80% participation

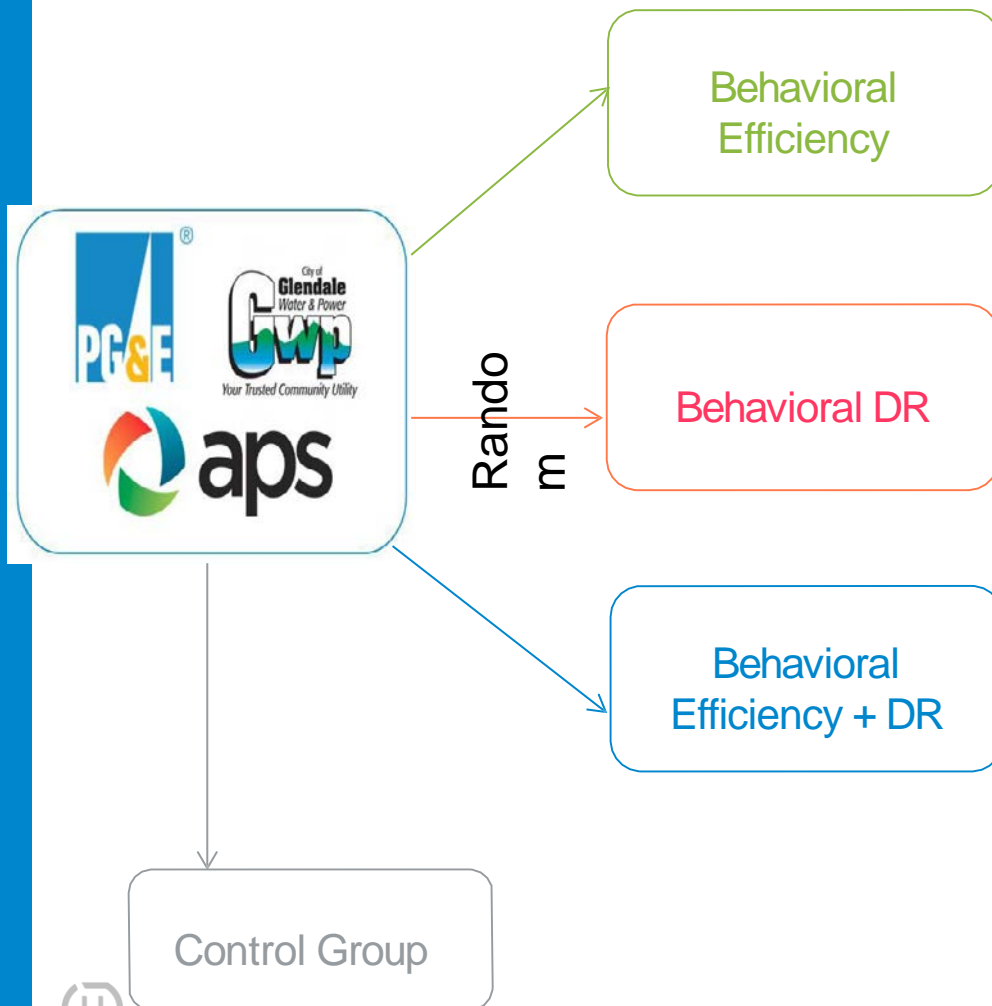
79% customer satisfaction

14%+ opt-out peak savings

309 MW saved



Layering BDR savings on top of Home Energy Reports



Peak savings rate at GWP

