



ORACLE PRODUCT OVERVIEW

Oracle Utilities Opower Peak Management Solution



Traditional demand response programs fail to engage customers, resulting in low participation and limited impact on peak demand. According to FERC, fewer than 10% of homes participate in residential demand response programs. Oracle Utilities Opower Peak Management (PKM) software transforms utilities' approach to peak demand management, driving world-class results at a fraction of the cost. By converting smart grid data into real-time personalized energy insights, PKM produces reliable territory-wide peak load reduction; increases customer satisfaction; and amplifies energy efficiency, dynamic pricing, and direct load control programs.

The key to driving peak savings is personalized behavioral engagement

Peak Management engages all of your customers with timely, personalized communications that motivate them to reduce energy demand during the most important hours of the year. PKM delivers reliable peak savings at 25% lower cost than traditional demand response.

How it works

The pre-season welcome letter is a welcome communication sent to customers to introduce them to the PKM Program before their first peak event notification is sent.

The pre-event communication is a short message sent via email, text (PTR only), or outbound IVR that tells customers when a peak event is going to occur and uses behavioral science techniques to motivate participation and behavior change.

The post-event email shows customers how well they performed on their last peak day, and displays user-friendly graphics and insights to motivate ongoing peak reduction behavior.

Behavioral Demand Response vs Peak Time Rebates

Oracle Opower offers different program design options to meet each utility's budget and savings goals. Behavioral Demand Response uses behavioral prompts to encourage customers to save energy and the follow-up communication that the customer receives is just behavioral as well. Peak Time Rebates use monetary incentives to prompt customers to save

KEY BENEFITS

- Engage all of your customers in demand reduction.
- Increase customer sentiment by 13%.
- Drive reliable 2% peak savings
- Deliver an integrated, flexible, customer experience.
- Demonstrate the value of your smart meter rollout.

KEY FEATURES

- Personalized communications send via paper, email, & IVR/SMS.
- Targeted tips encourage customers to take action & save.
- Normative comparison or ranking shows customers how their peak usage compares to similar homes (BDR only).

and the post-event feedback is a rebate that they can redeem on their next bill. Both see success in customer participation and savings.

Why Oracle Utilities Opower Peak Management?



Our opt-out program design allows utilities to engage all of customers in DR: Utilities struggle to get customer participation in DSM programs. With our opt-out program design, we not only achieve peak management results, we see both very high customer satisfaction and extremely low opt-out rates (typically less than 1%).



We have the ability to trigger mass communication: Our results are driven by our ability to trigger mass communication on tight schedule and the delivery of personalized and timely feedback on an individual's event performance. With nearly 2 million customers participating in our programs, we are unique in being able to offer this performance at scale.



More than 80% are satisfied with the program. It's critical for customers to see firsthand the value of smart meters because their acceptance is necessary for a successful rollout. PKM is an effective way to get customers engaged with their new smart meter data. PKM recipients rate their utility more favorably on statements that align with J.D. Power Price, Communications and Corporate Citizenship metrics. Nearly three-quarters of all recipients remember the communications and report taking action.



Use PKM to jumpstart participation in a device program. Using Oracle Opower's 600 billion meter reads, we have developed our segmentation and targeting tool that uses machine learning algorithms to identify customer likelihood to participate in certain programs. These customers can be effectively targeted and marketed a unique offering that increases the likelihood they participate.

Take the next step

Oracle Utilities Opower Peak Management enables utilities to reach all of their customers and increase program participation while generating savings. For more information, visit oracle.com/utilities.

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