Oracle Utilities Opower Energy Efficiency

Oracle Utilities Opower Energy Efficiency (EE) is an Agile EE solution, helping utilities and customers thrive in an evolving DSM landscape.

Designed for you and y our customers

Oracle Utilities Opower designed Agile EE after surveying more than 3,000 customers and 30 utility experts.

» **Flexible to meet your needs.** Agile EE is designed to adapt to meet utilities' evolving needs, whether increasing customer satisfaction, driving cost-effective EE savings, reaching certain customer segments, or moving customers online.

» **More than just kWh.** Cost-effective EE savings are critical. But the most progressive utilities are using their EE programs to get more than just kWhs. Use Agile EE to drive a range of critical DSM outcomes, from increasing customer satisfaction, to moving customers to online self-service tools, to increasing marketing effectiveness for your customer programs and products, to introducing customers to AMI.

» **Best-in-class customer experience.** Agile EE products work together to provide a best-in-class, omni-channel customer experience. Agile EE touches your customers at the moments that matter, positioning you as a trusted energy advisor.

The Agile EE Product Suite

We've invested in a broad suite of utility- and customer-facing products uniquely designed to help you hit your most important goals. Our best-in-breed platform ensures you can send the right message to the right customer at the right time.
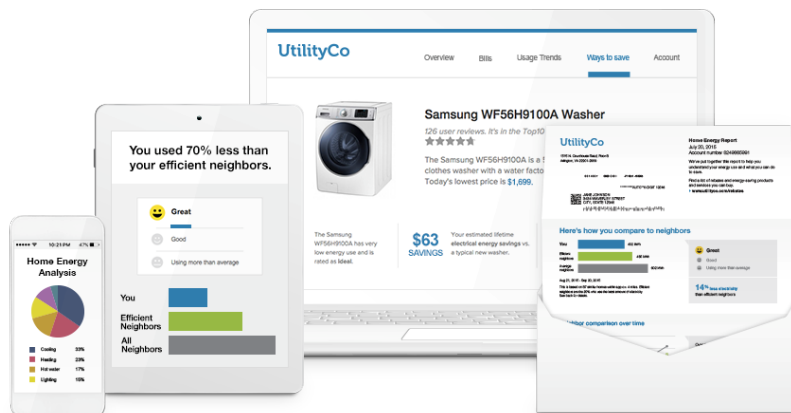
Agile EE Standard and Add-On Components

Design a program that meets your needs with a combination of products:

HER/eHER (standard)

Use brand-new HERs and eHERs to deliver cost-effective EE savings and engage your customers at the moments that matter through Summer, Winter, and Welcome Editions. You can also send custom reports to key customer segments, like new movers or low-income customers using e/HER Experiences, and promote programs using Marketing Campaigns. HERs generate a 1.5-2.5% increase in EE savings and up to a 60% lift in program participation.

Energy Management Web Portal (standard)

Opower's web solution, is flexible and beautifully designed to fit on any screen or device, including smartphones and tablets. Use the online audit, Home Energy Analysis, to engage your customers and collect more information about them so you can better target programs and products. Or, help them learn more about their usage with Data Browser and Ways to Save.

Inside Opower (standard)

Easily track results and control your programs from start to finish using tools and dashboards on Inside Opower. Take your data analysis to the next level with Data Exploration, a set of easy-to-use business intelligence tools that give you the insights you need to improve the marketing and effectiveness of your entire DSM portfolio.

Points & Rewards (add-on)

Reach your most engaged customers with Points & Rewards, Opower's online gamification tool that helps drive customers toward one-time actions, like signing up for eBill, enrolling in auto-pay, or taking an online audit. At one leading utility, Points & Rewards generated a 9% increase in audit completions and an 8% increase in eBill sign-ups.
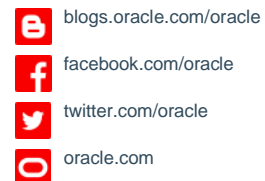
Proactive Alerts (add-on)

Customers pay attention to their utilities for only 9 minutes per year. One of the most important minutes is when they receive a higher-than-average bill. Help customers understand their usage—and point them to relevant utility programs—with email, SMS, or IVR. Open rates are more than double the industry average.

Marketplace (partner-enabled add-on)

Help your customers find and purchase energy products and services—and become a trusted energy advisor in the process—using Marketplace, an online site that recommends products for customers and dramatically simplifies the rebate process. At one utility, Marketplace generated a 100% increase in rebate redemption.

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