

Opower Integration Hub

Utility customers need frictionless connected experiences across utility applications

Leading energy providers are forging partnerships to offer new products and services, grow earnings, and reduce emissions. Bringing those offerings effectively into the utility customer experience requires data integration. All too often, data integration means backlogged projects, schedule delays, and big expenditures. Streamlining access to customer data and powerful insights enable personalized and frictionless experiences. Both factors directly impact conversion for programs, products, and services that will be needed to meet decarbonization goals.

Point to point integrations hinder customer action and drain IT resources

To deliver new services to customers, utilities will often build integrations with each vendor. As utilities bring on more and more partners these types of integrations have potential shortcomings:



Non-Personalized Customer Experiences: Marketing and website content is often generic with irrelevant content or ineligible offers leading to lower conversions and decreased satisfaction.



Slow Project Execution: Creating new integrations can take months depending on IT availability. Vying for IT resources when trying to deliver needed programs and services makes it hard to deliver the results in the time frames required.



Maintenance Costs: Each integration requires dedicated IT personnel for routine maintenance and outage management. These costs make it challenging to scale and bring on new partners.



Security Risk: Integrations that rely on older technologies may over share data which is a large security risk. Numerous point to point integrations increase the number of vulnerabilities that can be exploited by bad actors.

Utilities need a scalable, flexible, and secure alternative to point to point integrations.

“National Grid’s mission is to provide clean energy long into the future. Together with Opower, we have continued to innovate how we bring customers along this critical journey.”

Tom Baron
Senior Program Manager, National Grid

[See our other powerful customer engagement solutions](#)



Integration services represent over 40% of global IT expenditure

Global Market Insights

In a large-scale checkout usability study, 19% of all account users abandoned due to password issues

Baymard Institute

93% of businesses noticed improved conversion rates when their websites were personalized

Vidyard

The Opower Integration Hub



Single Sign On

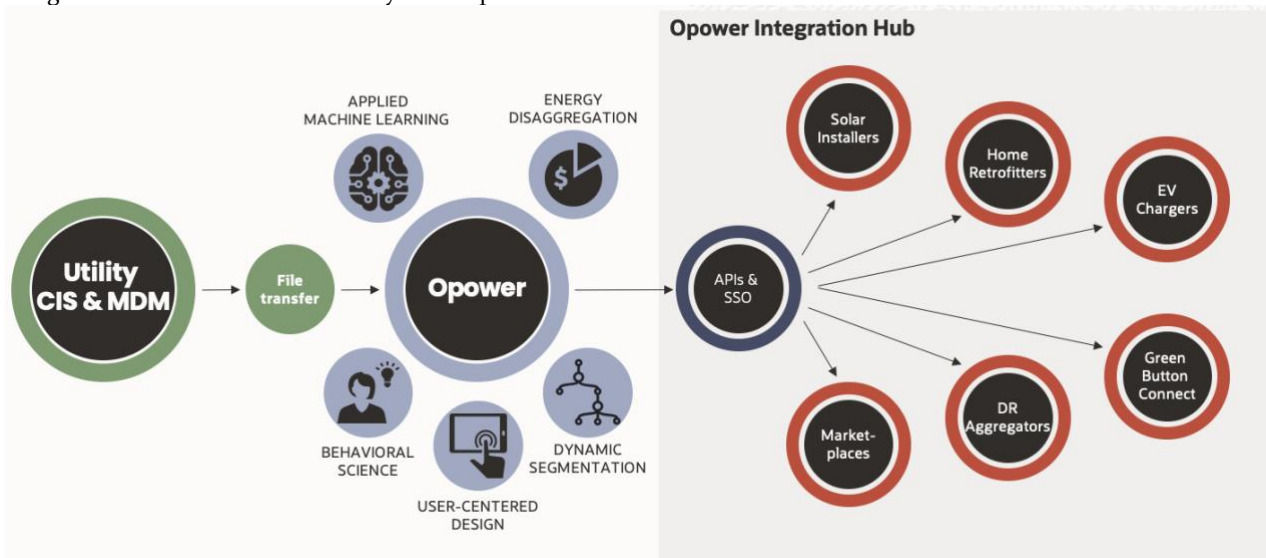
External API Interface

Software Development Kit (SDK)

The Opower Integration Hub federates utility customer identities to support single sign-on access to customer data between a utility, Opower, and Opower Integration Hub Partners. Opower Integration Hub Partners can access relevant data and insights on demand through GraphQL APIs for personalized experiences and relevant offers. This allows utilities to redirect their customers seamlessly to Opower Integration Hub Partner content or to integrate the content as embeddable widgets. Track activity outside of core utility applications with an integrated analytics and reporting platform

Frictionless Customer Journeys and Experiences

The Integration hub improves experiences and drive outcomes across utility operations. Increase adoption of solar by removing the login barrier for customers who don't know their usage data. Enhance 3rd party experiences with embeddable widgets featuring key insights to influence customer action. Personalize product recommendations with customer's latest attributes like usage and next best actions in utility marketplaces to increase conversion.



Utilities can bring on new partners or enhance experiences for existing partners. Opower has vetted various providers in the space from marketplace, to demand response, to solar calculators. These providers are part of the Opower Partner Network and are a great way to pilot a new service or product with utility customers.

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