



Oracle Utilities Opower Energy Efficiency Cloud Service



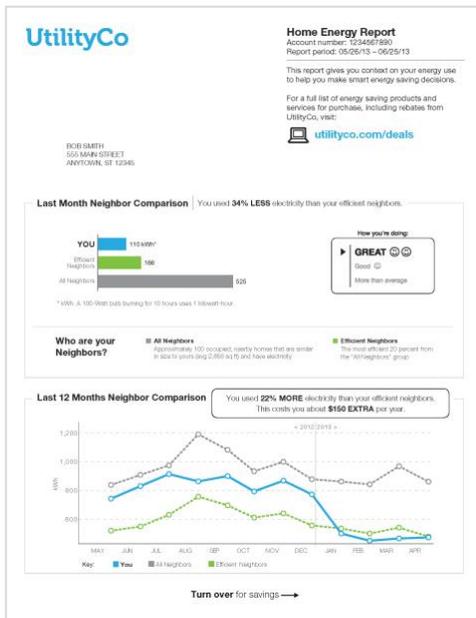
A Behavioral Energy Efficiency solution helping utilities and customers thrive in an evolving DSM landscape

Designed for you and your customers

First launched in 2007, the Opower Home Energy Report (HER) experience was designed by our industry-leading User Experience team and it leverages behavioral science principles to drive customer action. Since that time, we've deployed HERs to over 100 utilities and have driven over \$2 billion in customer savings, more than any other behavioral EE provider. As customer expectations evolve, we continue to improve the HER based on feedback from thousands of customer surveys and in-person user testing.

"We deployed our first Opower Energy Efficiency program back in 2009 to help our customers better understand and manage their energy use, and, since that time, we've seen significant energy savings and a positive impact on our customer sentiment. We view our close relationship with Oracle Utilities as essential to our future success in navigating the rapidly changing utility landscape, especially as customer expectations continue to transform."

CARLOS NOUEL
VP OF NEW ENERGY SOLUTIONS
NATIONAL GRID



We designed the HER to deliver scalable savings, and it has.

- 17+ TWh of energy saved
- \$2 billion+ in customer savings
- Over 17 million household recipients

- » Flexible to meet your needs: Opower EE Products go far beyond HERs and are adaptable to meet a variety of utility needs. Whether you want to drive cost-effective EE savings, increase customer satisfaction, reach customer specific segments, or shift customers to more digital experiences, our team experts can design a program that's robust and effective.
- » Drive outcomes: Your customers are diverse with a huge array of energy needs and customer goals - your solutions need to be outcome-oriented and meet customers where they are while actually delivering on core business objectives. It's not just about what's





possible with data, it's about a relentless focus on what works to deliver against the outcomes that matter most.

- » Best in Class Customer Experience: Opower EE products work together to provide a best-in-class, omni-channel customer experience that touches your customers at the moments that matter and positions you as a trusted energy advisor.

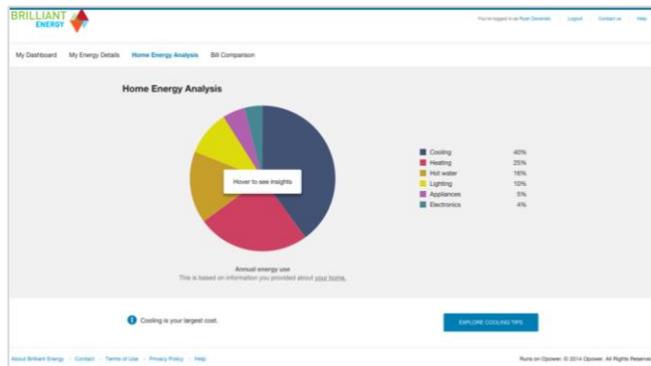


Opower EE Standard and Add-On Components

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

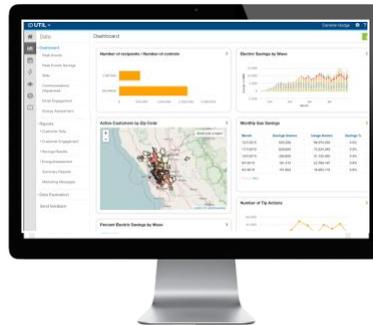
HER/eHER (standard)

Use paper HERs and digital 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 personalized reports to key customer segments, like new movers or low-income customers using e/HER Experiences, and promote programs using Marketing Campaigns. On average, HERs generate a 1.5-2.5% increase in EE savings and up to a 60% lift in program participation.



Digital Self Service Energy Management

Our 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 give them personalized tips with 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.

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 alerts.

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