

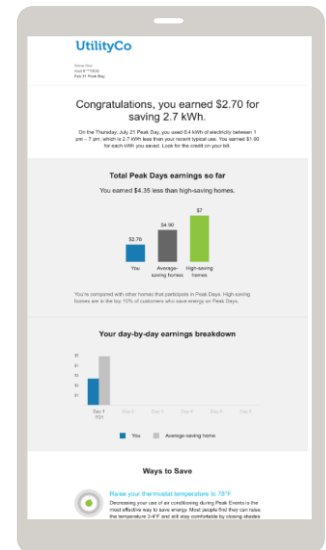
Opower Peak Management

Oracle Opower Peak Management Cloud Service transforms utilities' approach to peak demand management. By converting smart grid data into real-time personalized energy insights, we produce reliable territory-wide peak load reduction; increase customer satisfaction; and amplify energy efficiency, dynamic pricing, and direct load control programs. Our services solve the problems of program adoption and untapped peak savings potential. We offer different program design options to meet your budget and savings goals.

Increase peak savings with personalized behavioral engagement

The Opower Peak Management software engages all your customers with timely, personalized communications that motivate them to reduce energy demand during the most important hours of the year. Peak management programs can be designed to deliver behavioral prompts including seasonal prompts for summer and winter through Behavioral Demand Response and monetary incentives through the Peak Time Rebates solutions. We also support bi-lingual messaging plus multi-day, weekend and holiday events communications.

- Engage all your customers in demand reduction.
- Increase customer sentiment by 13%.
- Deliver an integrated, flexible, customer experience.
- Demonstrate the value of your smart meter rollout.
- Drive reliable 2% peak savings.
- Achieve additional energy savings with monetary incentives (~ \$1-\$1.25 per kWh saved) offered with our Peak Time Rebates

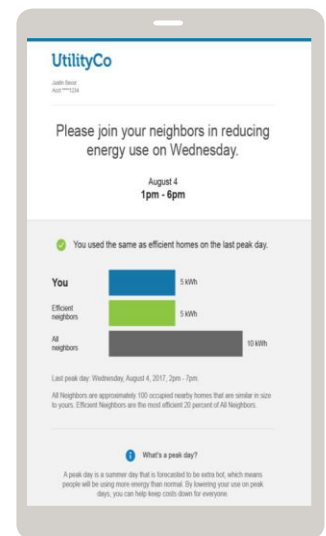


Why Oracle Opower Peak Management?

Our opt-out program design allows utilities to engage all customers in demand response. Opower achieves peak management results, high customer satisfaction and extremely low opt-out rates (typically less than 1%).

Communicate with customers at scale. Results are driven by our ability to scale the number of communications while maintaining a tight schedule, and the delivery of personalized and timely feedback for an individual's event performance.

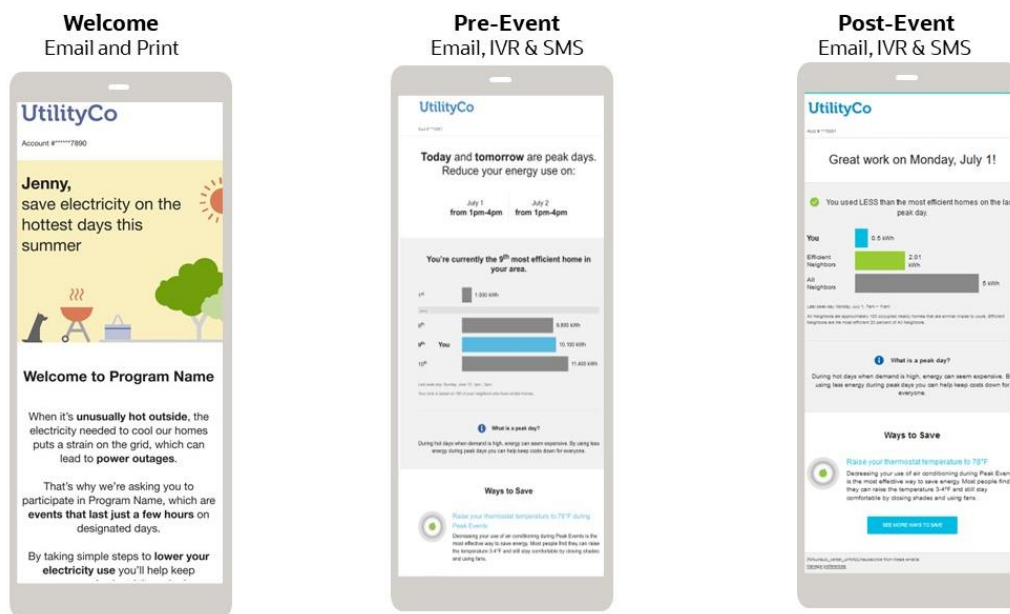
More than 85% of participants are satisfied with the program. Customers see firsthand the value of smart meters and their acceptance is evident for a successful rollout. Peak management is an effective way to get customers engaged with their new smart meter data, and participants rate their utility more favorably on statements that align with J.D. Power price, communications and corporate citizenship metrics.



Jumpstart participation in a device program. Using Oracle Opower’s 1.6 trillion meter reads, we’ve 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.

Communications that deliver peak savings

- The **pre-season welcome** communication introduces customers to the program before their first peak event notification is sent so they know what to do from day one.
- The **pre-event** communication is a short message sent via email, text (Peak Time Rebates 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.



Take a tour of the entire Demand Flexibility solutions [here](#).

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