

ORACLE

# Opower Peak Management

Sales Sheet

Version 2.1

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Traditional demand response programs fail to engage customers, resulting in low participation and limited impact on peak demand. Oracle Utilities Opower Peak Management Cloud Service transforms utilities' approach to peak demand management. By converting smart grid data into real-time personalized energy insights, Opower produces reliable territory-wide peak load reduction; increases customer satisfaction; and amplifies energy efficiency, dynamic pricing, and direct load control programs.

## DRIVING PEAK SAVINGS WITH PERSONALIZED BEHAVIORAL ENGAGEMENT

The Opower Peak Management (PKM) software engages all your customers with timely, personalized communications that motivate them to reduce energy demand during the most important hours of the year. PKM programs can be designed to deliver behavioral prompts (Behavioral Demand Response, or BDR) and monetary incentives (Peak Time Rebates, or PTR). 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.

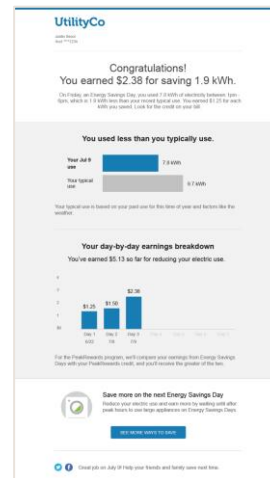
The **pre-event communication** is a short message sent via email, text (Peak Time Rebates only), or outbound IVR that tells customers when a peak event is going to occur and uses behavioral science techniques to motivate participation and behavior change.

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

### OPOWER BEHAVIORAL DEMAND RESPONSE VS PEAK TIME REBATES

Oracle Utilities Opower offers different program design options to meet each utility's budget and savings goals. BDR uses behavioral prompts to encourage customers to save energy in the pre-and-post-event communications. PTR adds monetary incentives to prompt customers to save, with the post-event feedback highlighting a rebate that will appear in their next bill. Both see success in customer participation and savings.

*Oracle Utilities Opower Peak Management Cloud Service revolutionizes utilities' approach to managing peak demand through behavioral science, driving world-class results at a fraction of the cost.*



### Key Benefits:

Opower Peak Management services solve the problems of program adoption and untapped peak savings potential:

- Engage all of 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.

### Did you Know?

According to U.S. Energy Information Administration data, fewer than 7% of households chose to enroll in residential demand response programs in 2018. Opower can instantly enroll all your eligible customers on day one.

### Take the Next Step

Utilities across the world have partnered with Opower to deliver accurate and actionable energy insights to their customers while



## WHY OPOWER PEAK MANAGEMENT?

### Our opt-out program design allows utilities to engage all customers in demand response:

Utilities struggle to get customer participation in DSM programs. Opower not only achieves peak management results, we see both very high customer satisfaction and extremely low opt-out rates (typically less than 1%).

### Opower can trigger mass communications:

Our 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. With over 3 million households participating in our programs, we are unique in being able to offer this performance at scale.

**More than 85% are satisfied with the program.** It is critical that customers see firsthand the value of smart meters - their acceptance is necessary for a successful rollout. PKM is an effective way to get customers engaged with their new smart meter data, and 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 PKM communications and report taking action.

**Opower PKM can jumpstart participation in a device program.** Using Oracle Opower's 1.6 trillion 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.



achieving predictable energy savings. Oracle Utilities Opower Peak Management enables utilities to reach all of their customers and increase program participation while generating savings.



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