



**Northeast
Utilities**

Partnering with Large Customers to Meet Aggressive Savings Targets

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Background

- 2008 – Green Communities Act
 - Requiring all cost effective EE
- Ramp Up → 2009 - 2012

2012

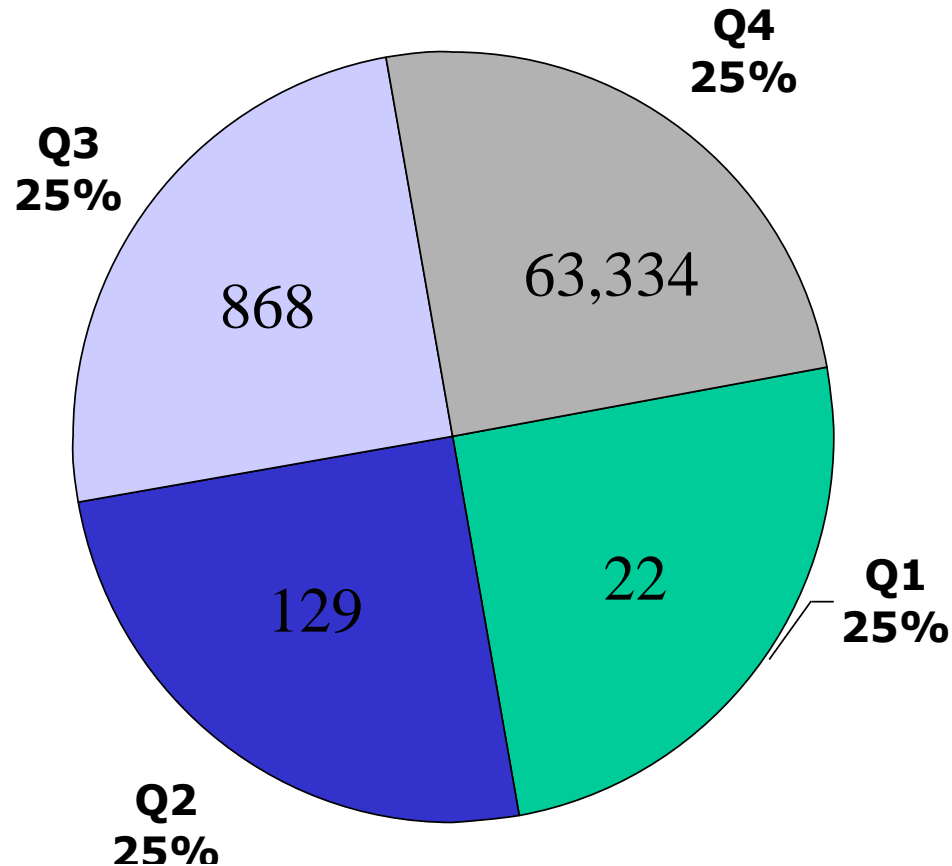
	NU (Electric)	NU (Gas)
% of Sales	2.5%	1.1%
PA Budget	\$250,000,000	\$26,000,000
kWh	540,000,000	
Therms		4,700,000

- To achieve need to think differently



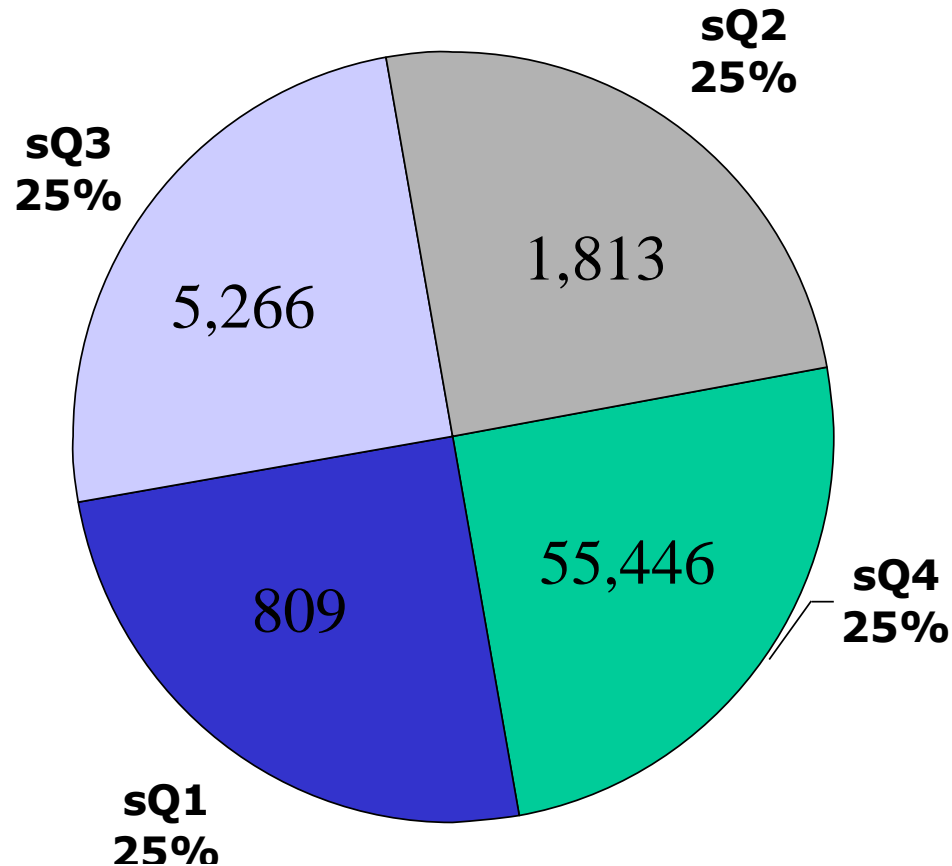
Understanding the Opportunity

Very high concentration of usage



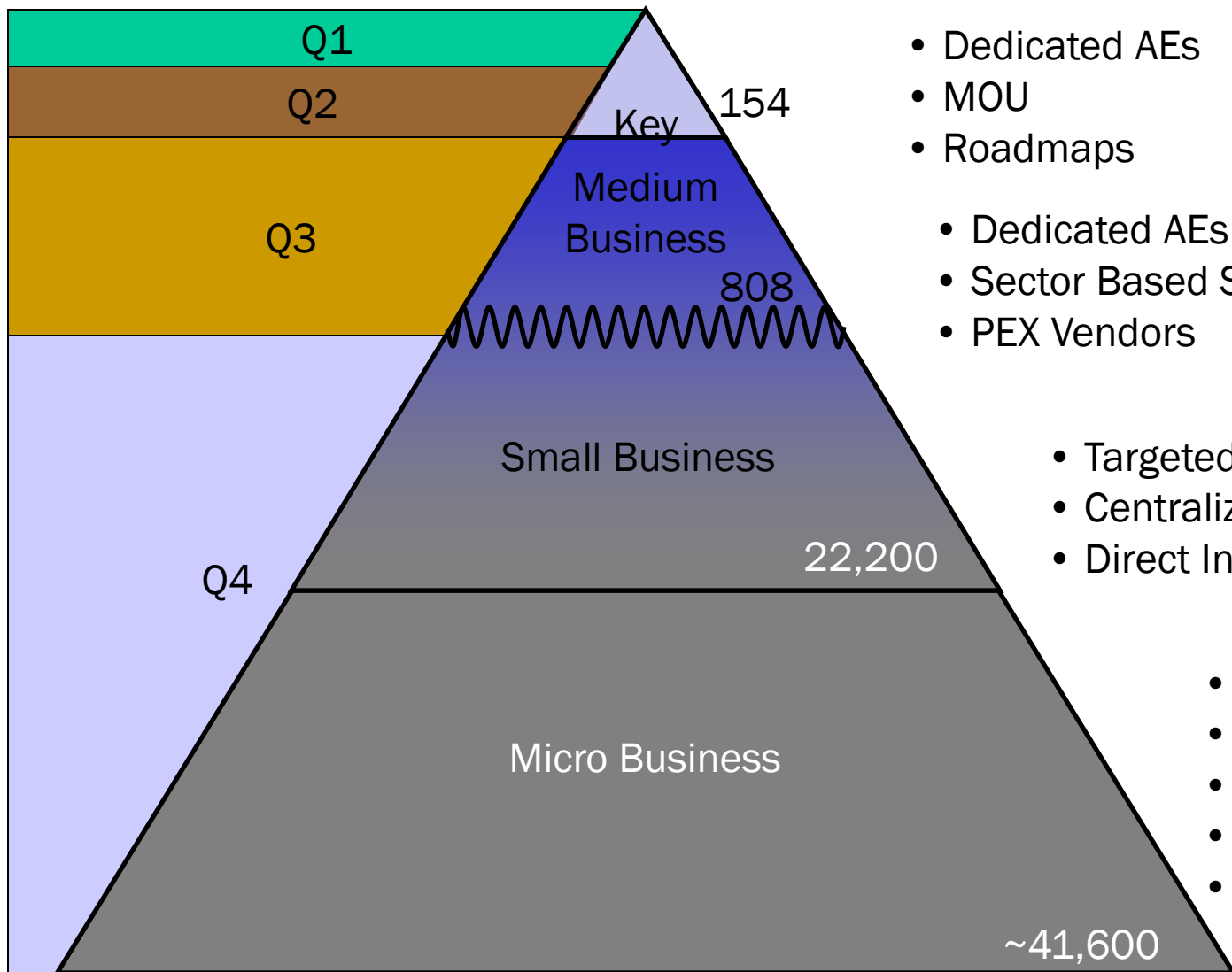


14% of Customers Represent 94% of Opportunity





Go-to-Market



- Dedicated AEs
- MOU
- Roadmaps

- Dedicated AEs
- Sector Based Strategy
- PEX Vendors

- Targeted Marketing
- Centralized Marketing
- Direct Install

- Mass Marketing
- Mainstreets
- Self Assessment
- Web Portal
- Rebates



Large Customer Engagement

- Programs are for volume & market leverage
- For individual top customers deep engagement is possible
- Hypothesis:
 - Deep engagement will uncover more value for both parties



Criteria

- Identified customer champion
- Combined annual usage
 - 60 million kWh/year
- Minimum annual reduction commitment of 2.5%
- Written signed agreement at Vice President or above

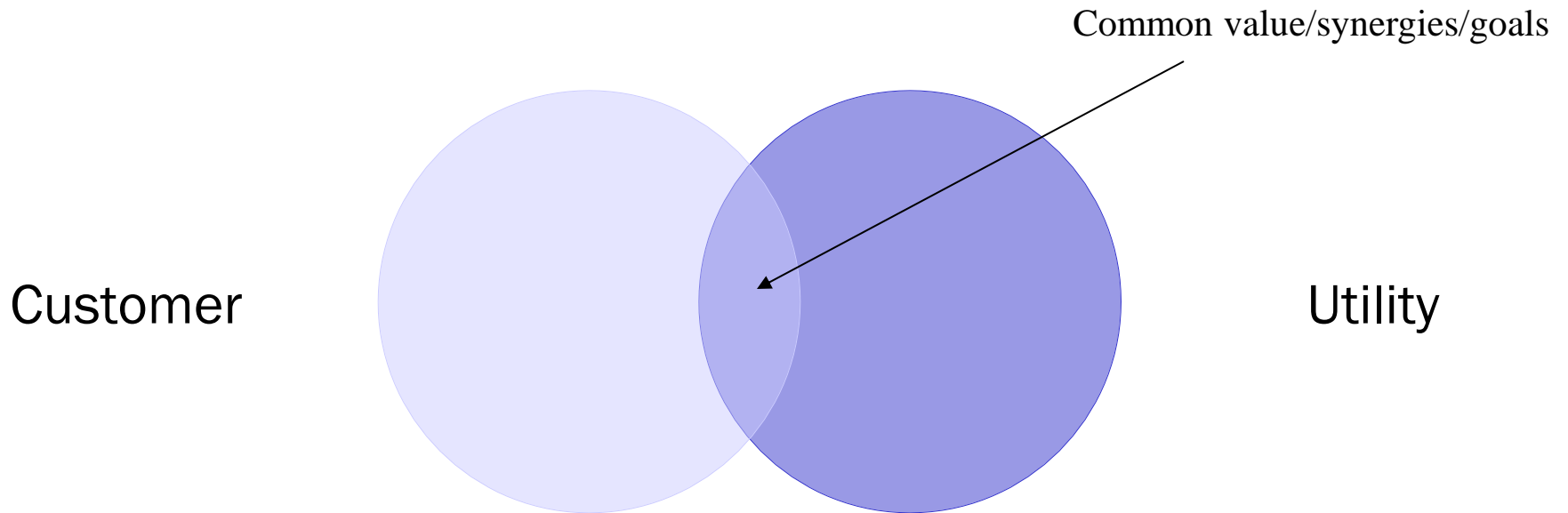


Charrette

- Typically 1 day session
- 7-9 total participants
- Champions & significant stakeholders
- Understand each other business
 - Short & long term
 - Strengths & weaknesses
 - Resources
 - Opportunities



Results/Go-No Go



Is there enough value on both sides to substantiate commitment?



Example - MIT

- Significant project management resources
- Established processes & procedures
- Technical research experience
- Limited applicable vendor relationships



Results

- Streamline inspection/pre-approval
- Leverage NU procurement
- Created re-investment fund
- Improved measure persistence
- Ambassador to other customers
 - 15% reduction over 3 years
 - 34 million kWh



Conclusion

- Integral part of NU strategy
- 15 MOU customers signed up to date
- 75 Million kWh/year
- 25% of C/I goal