



Real Time Data and Utility Programs



Aclara Overview

Serving **780+** utilities including 40 of the largest 100 utilities

Over **30 million** total endpoints deployed

Reputation for customer loyalty with a **99%** retention rate

Over **6 million** consumers actively engaged through consumer engagement



Wisconsin Public Service



Aclara Solutions

Advanced metering infrastructure (AMI)

Smart infrastructure

Electric meters

Sensing

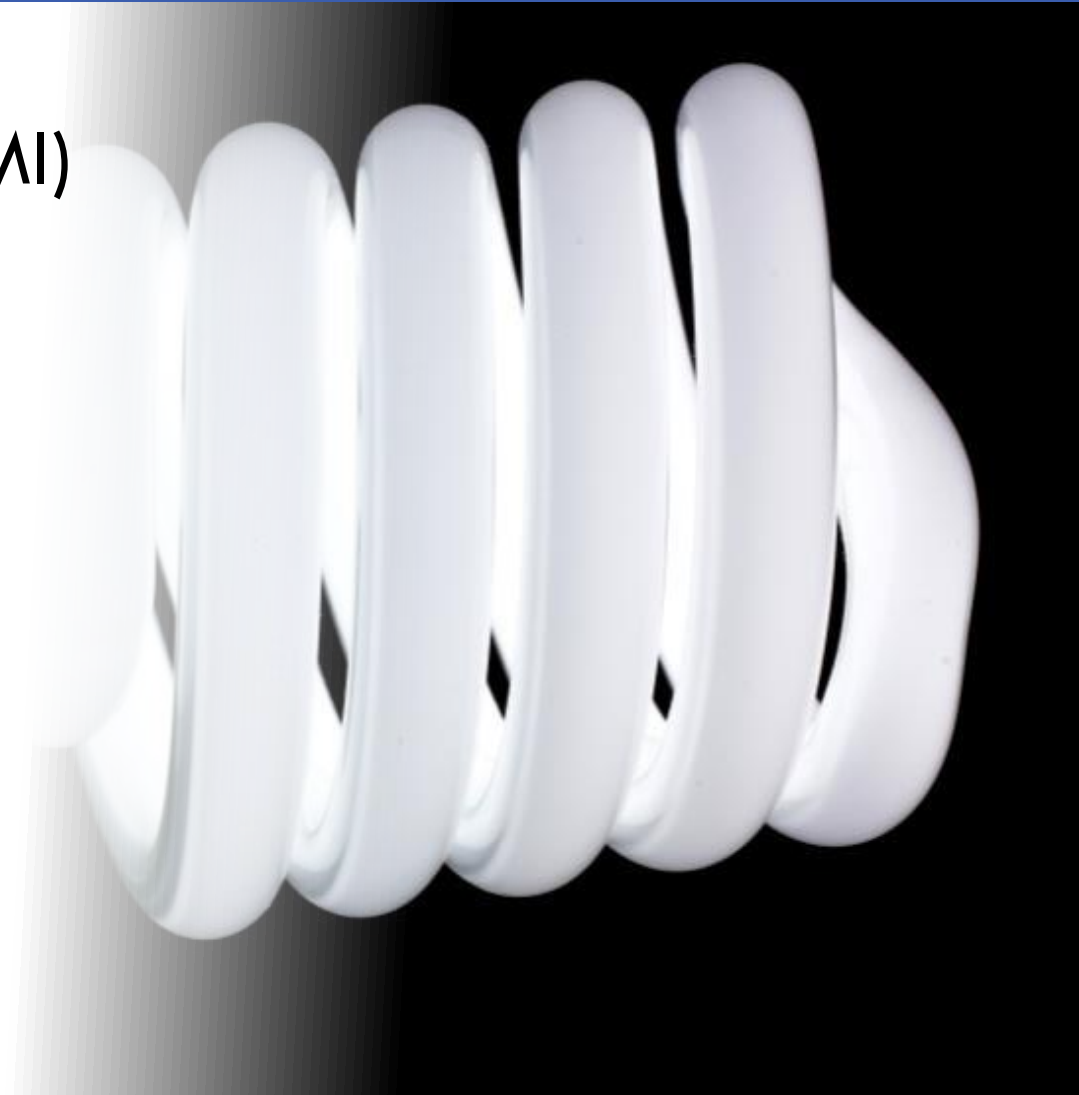
Communication networks

Data management

Utility analytics

Consumer engagement

Professional services



Home Energy Report Program: Electronic & Paper Communications

AMI Insights

- Highest Average Use Day
- Best Day/Worst Day
- Weather Impacts



From: [Redacted]
 Date: [Redacted]
 To: [Redacted]
 Subject: Personalized Home Energy Insights

We are pleased to bring you insights about your home's recent natural gas use.

If you'd like to set an energy savings goal to keep your bills down and comfort up with customized offers and simple steps that have worked for others. Visit [mya](#) today.

To view this email as a web page, [go here](#).

Report Account

How does your usage compare to last year?

Great news! You're on track to use 6 percent less natural gas this year.

Year	Usage (therms)
Dec 2013	148
Dec 2014	141

Your natural gas usage (therms*)

* Therms: A standard unit of measuring heat energy.

How does your use change day to day?

Average Energy by Day of Week - Dec 2014*

Day	Average Energy (therms per day)
Sun.	~3.2
Mon.	~2.2
Tue.	~2.2
Wed.	~2.2
Thu.	~2.2
Fri.	~2.2
Sat.	~2.2

Sundays were your highest use days this month. For more insights visit [mya](#).

Average Energy by Day of Week - Dec 2014*

therms per day

— Average daily use for the month
 *Therms for each day of the week averaged for the billing period

Get Ready For Winter

These incentives are currently available for you:

Up to \$240 toward the cost of insulation.

Spend less to get more insulation in your attic and walls. Plus, save an estimated \$xxx per year on your gas bill.

Visit today to take advantage of this offer.

Complimentary showerhead & faucet aerators.

Maintain high water pressure while saving energy, water and money. Get three faucet aerators and a showerhead at no cost.

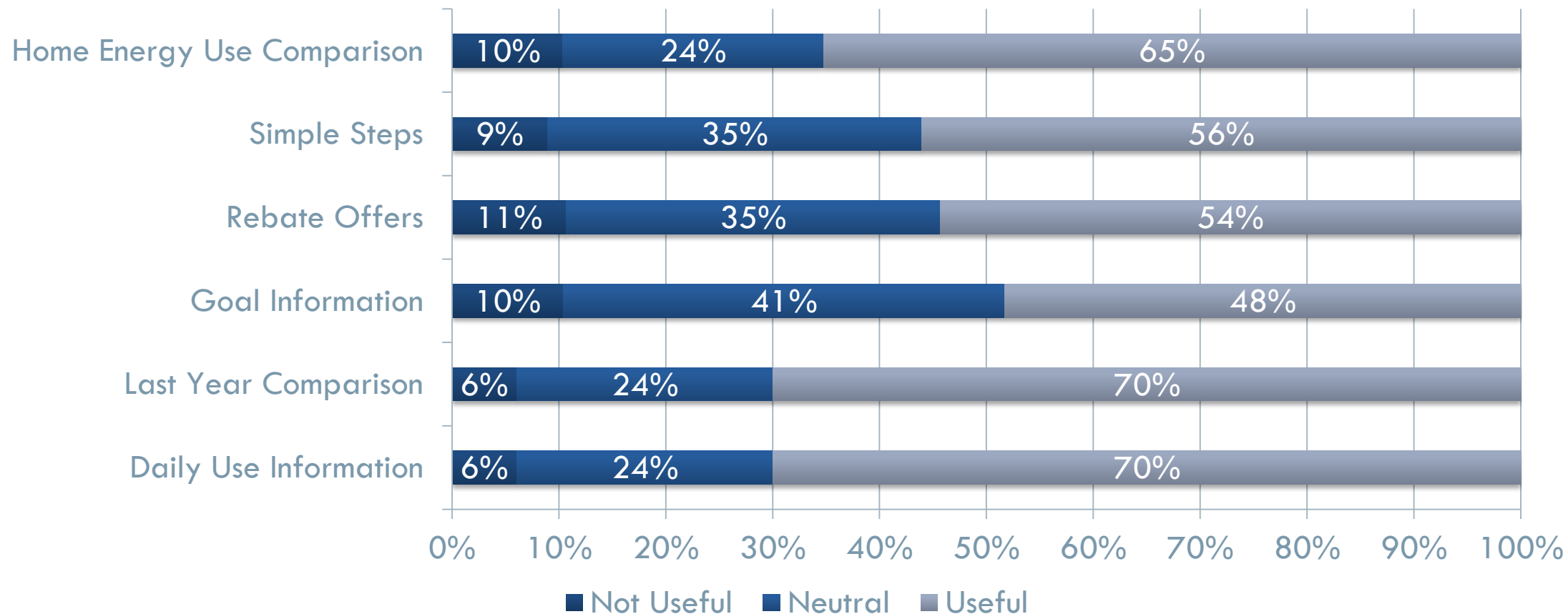
Visit today to take advantage of this offer.

[Manage preferences](#) | [Unsubscribe](#) from these reports

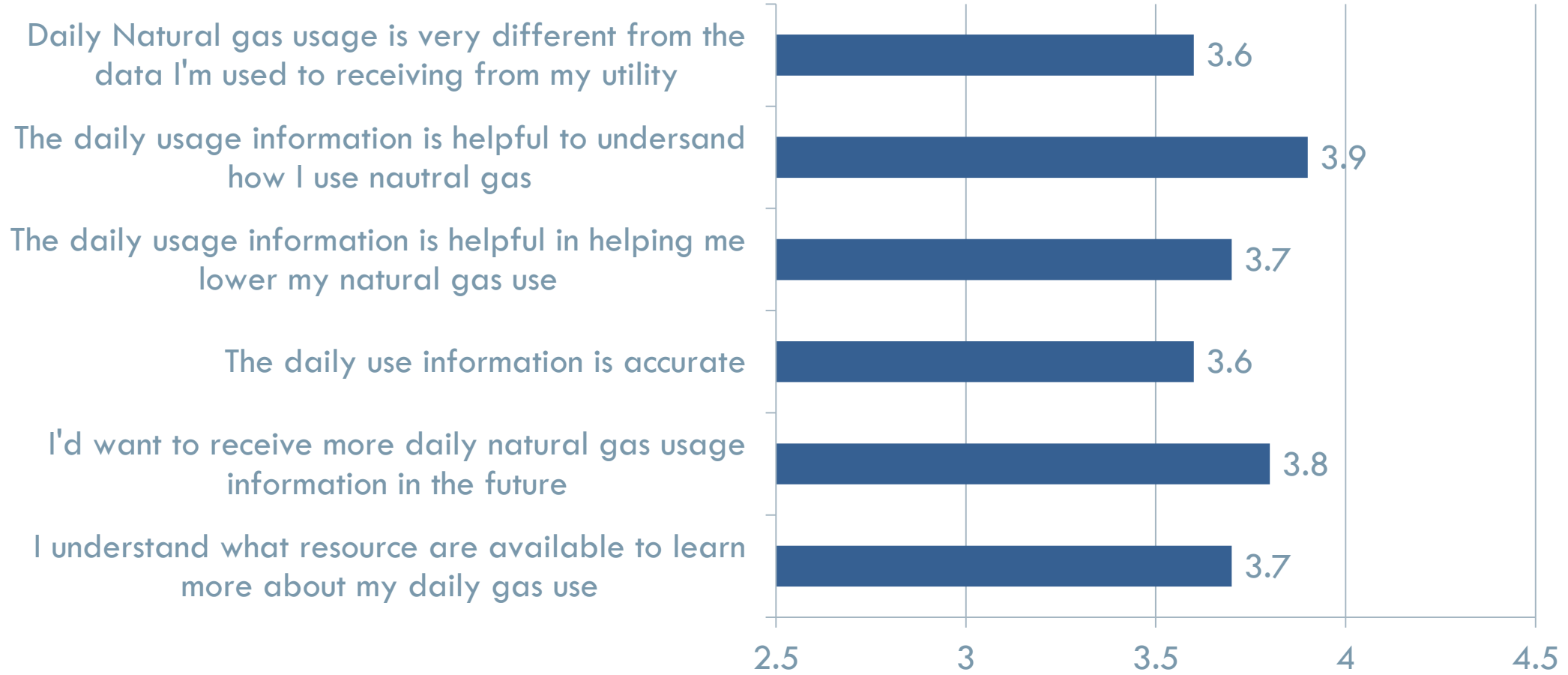
Data, analysis and recommendations in this report are based on estimates and projections, and are provided for informational purposes only.

Insights by **ACLARA**

Last Year Comparison and Daily Use Information rated most useful.



Users clearly indicated that they benefited from the Daily Natural Gas information and they would be interested in receiving more information like this in the future.



“I don't remember what I did on a day to know why my usage was different. More timely information would help - for example an email on that day, so I can know what made the change.”

“Hourly use would help pinpoint exactly what is being used for immediate action by customer. “



Weather Based Reports & Alerts

- Target consumers who's consumption increases disproportionately during the coldest/hottest days — On the 5 coldest/hottest days how much energy did you use relative to similar homes?
- Build awareness and target them with actions when they will have most meaningful impact.

Account #012345

[For placement only, account info]

Jeff Davis
100 N 123rd St
San Pablo, CA 99123

Winter is almost here! Get the knowledge you need to tackle mother nature and keep your gas bill lower.

Last winter you spent 24% of your gas bill on the 5 coldest days

You	24%
Typical home	15%
Effecient home	10%

91%

YOUR USED 91% MORE THAN SIMILAR HOMES

58/68: Your Numbers to Save!

58° Your ideal thermostat setting for overnights and when you are away from home.

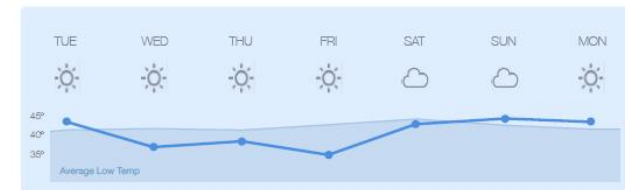
68° A comfort setting for daytime when you are at home.

For each degree you lower your thermostat you could reduce your heating costs by 1-2%.



Jeff Davis | Your Account

It's going to get cold!
Next Wednesday, Thursday, and Friday the temperature is going to dip below 35°.



Last winter 24% of your energy bill was due to the coldest days.

Here are some simple ways to keep your costs down this winter

<p>Lower Your Thermostat Save up to 12%</p>	<p>Close Windows and Doors on Coldest Days Save up to 18%</p>	<p>Bundle Up! Save up to 12%</p>
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action item | action item | action item

Behavioral Alerts

- Increased sense of relevancy with more current data — more immediate impact that consumers are looking for
- More frequent touch point to keep energy use control top of mind.
- Increased satisfaction

