

An aerial night view of a city skyline, likely New York City, with a prominent green overlay. The city lights are visible against the dark sky, and the green overlay covers the middle section of the image. The text is centered within this green area.

USING BUILDING ANALYTICS TO INCREASE CUSTOMER ENGAGEMENT

Indran Ratnathicam, VP Marketing and Strategy

December 7, 2015

CUSTOMER INTELLIGENCE PLATFORM FOR UTILITIES

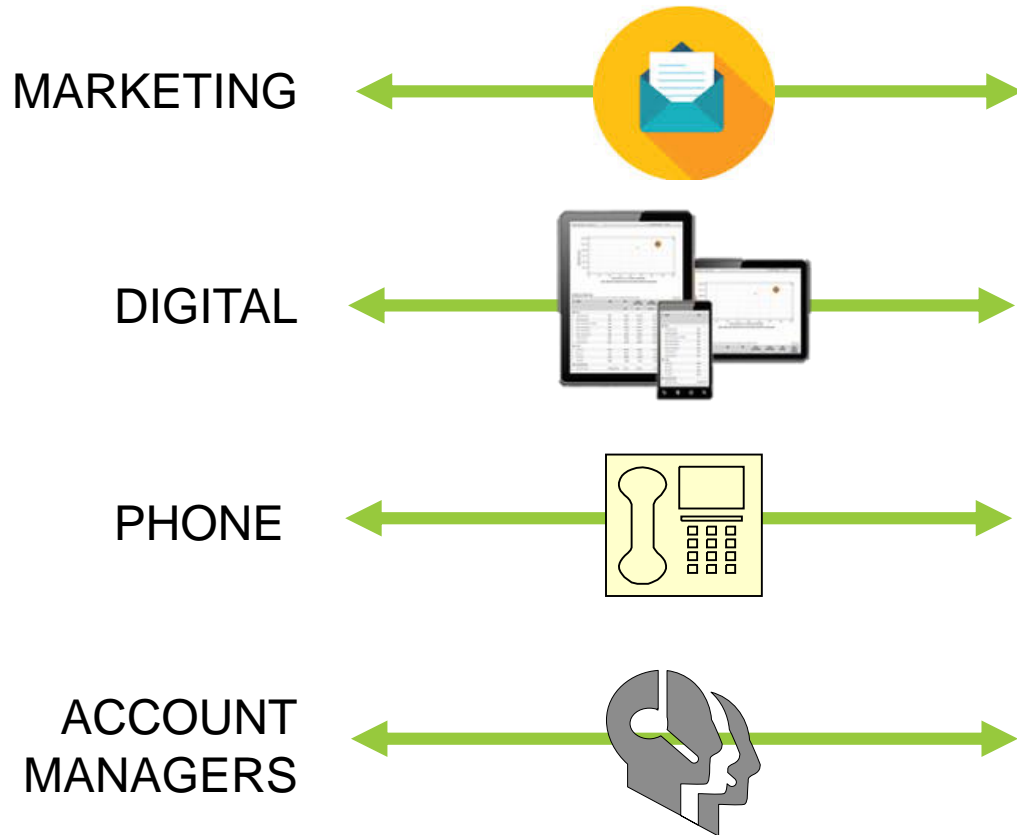


We harvest the insights within energy meter data

Delivering customer intelligence via 'zero-touch' analytics

Enabling utilities to engage customers and meet energy savings targets at scale

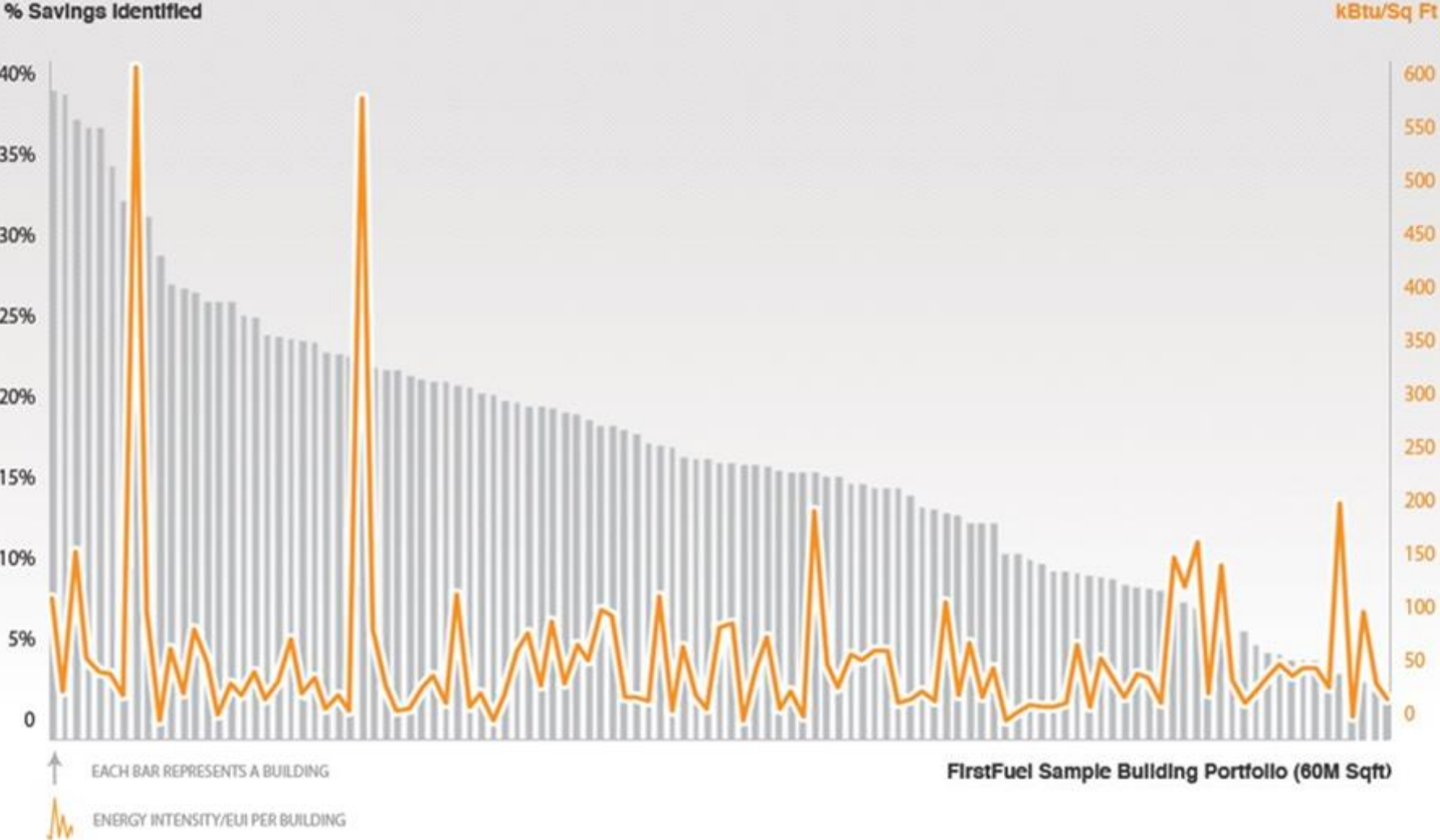
WITH BETTER INTELLIGENCE...BETTER ENGAGEMENT?



BUSINESS CUSTOMERS



COMMERCIAL BUILDINGS SAVINGS POTENTIAL NOT CORRELATED WITH ENERGY USE INTENSITY (EUI)



FINDING OPPORTUNITY IN EVERY BUILDING

CONVENTIONAL WISDOM: SIMILAR BUILDINGS, SIMILAR ENERGY PROFILES

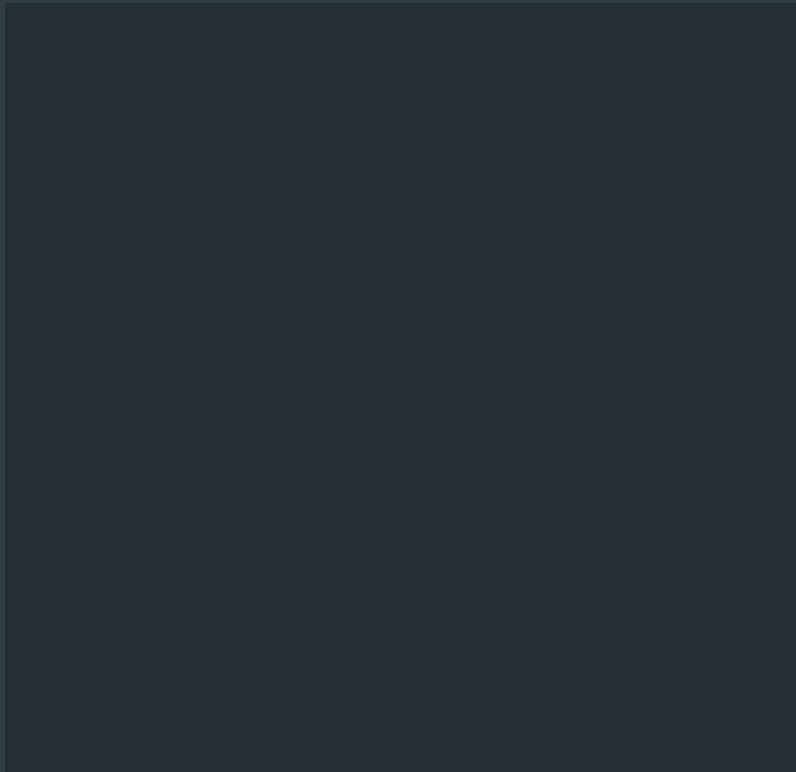
OFFICE BUILDINGS CHICAGO, IL



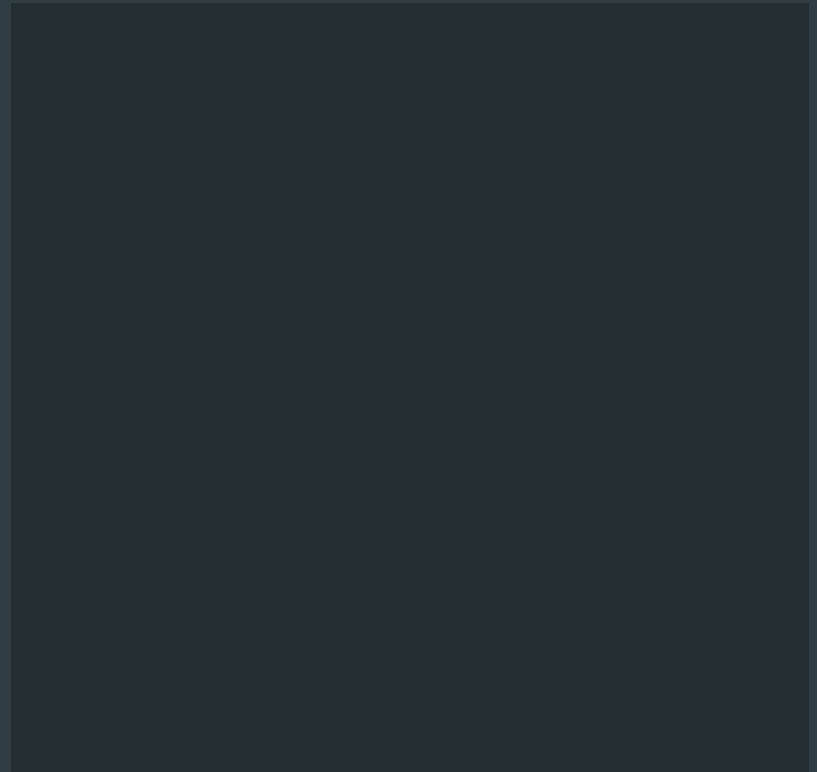
FINDING OPPORTUNITY IN EVERY BUILDING

ANALYTICS INSIGHT: EVEN SIMILAR BUILDINGS REQUIRE VERY DIFFERENT ENERGY APPROACHES

BUILDING 1: REMOTE AUDIT

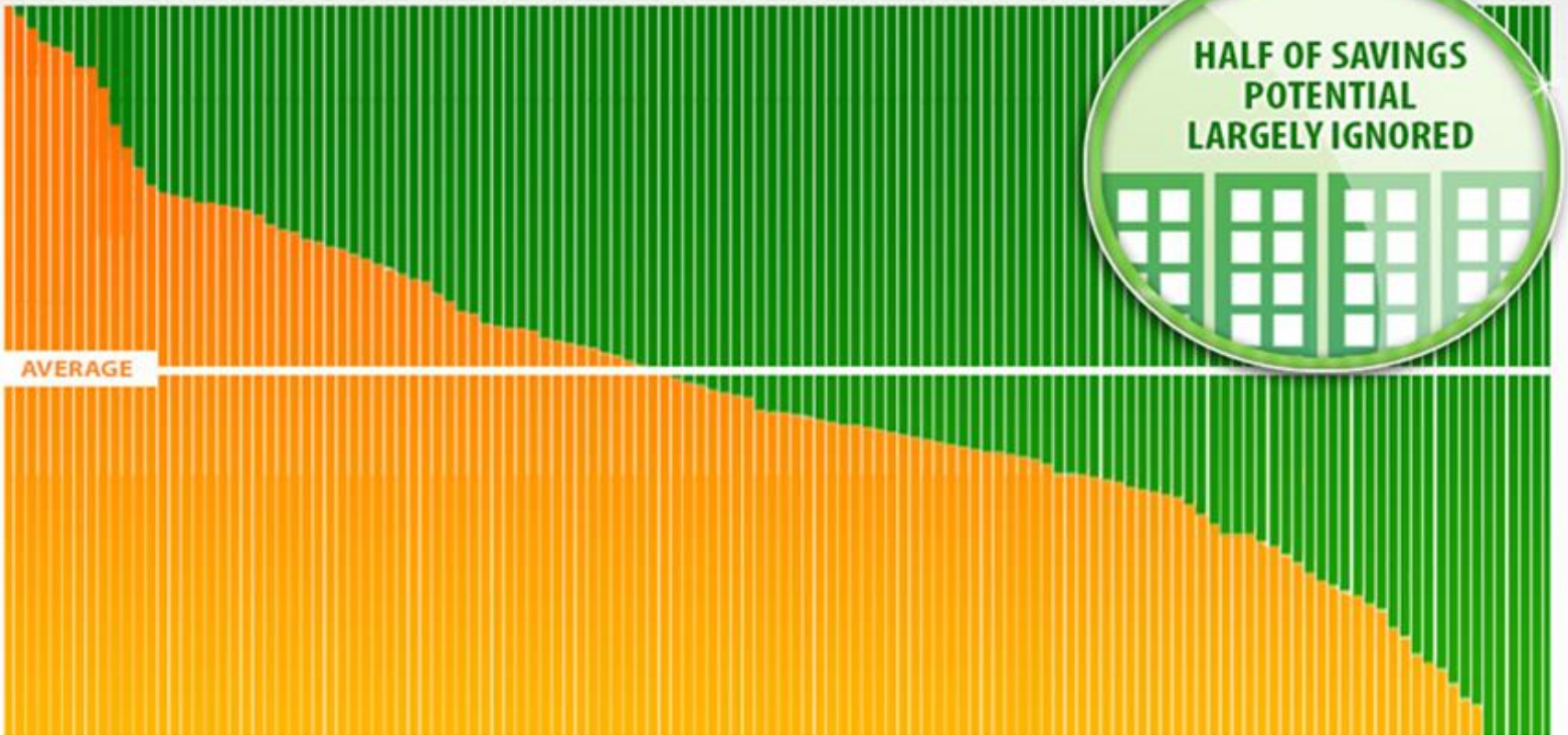


BUILDING 2: REMOTE AUDIT



HAVING OF SAVINGS POTENTIAL ARE LOW/NO COST OPERATIONAL

RETROFIT VS. OPERATIONAL SAVINGS POTENTIAL SPLIT



↑ EACH BAR REPRESENTS A BUILDING

FIRSTFUEL SAMPLE BUILDING PORTFOLIO (60M SQFT)

● % OF RETROFIT SAVINGS

● % OF OPERATIONAL SAVINGS

51 percent of all energy efficiency savings in commercial buildings are achievable through operational improvements—many at little or no cost to building owners. The portfolio above represents a \$12M operational savings opportunity.

E.ON ENERGY TOOLKIT OVERVIEW

Becoming a trusted energy advisor



“Our Energy Toolkit provides advice on where savings can be made without the need for major investment in the building itself.”

Anthony Ainsworth

Business Energy Director at E.ON



E.ON launched the SMB Energy Toolkit in the UK in 2014 for over 430,000 customers

Strengthen customer retention through differentiated services

Lower cost-to-serve through self-service toolkit

Drive product and service conversion/cross-sell

Improve customer engagement and satisfaction

RETAIL STORE CHAIN



FEBRUARY

- Analysis of 15 stores
- Highest savings potential store identified: ~\$50k/year

AUGUST

- SCE performed pre-inspections
- Customer interest in **installing LEDs in 18 stores**

OCTOBER

- 18 applications
- **Estimated 2 MWh and 400 kW savings**

FUTURE

- Expand technology to additional spaces, stores and distribution centers



3x faster sales cycles



70% commitment rates

4.6 / 5.0 satisfaction scores

THANK YOU



For more information, please visit www.firstfuel.com

Indran Ratnathicam
VP of Marketing and Strategy