

# Unleash the Power of Data

UTILITIES

## Defer Costs for New Plant Construction

Impact load shed objectives by better understanding your customers and usage behavior. Utilizing data already captured from smart meters, Demand Side Management (DSM) programs and other customer data, utilities can strategically target programs and subsequently measure and verify results. Understanding the real costs, margin impacts and price sensitivities associated with demand response and energy efficiency programs is also critical. Integrated analytics built into energy efficiency and demand response business processes enable measurement and verification.

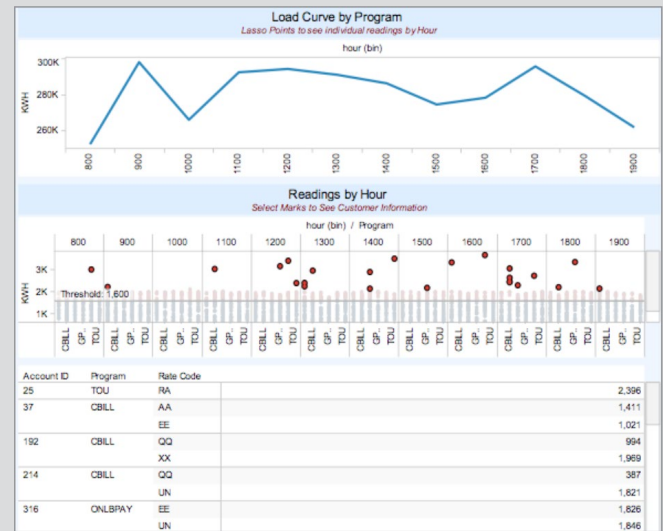
- Visually and quantifiably understand expected to actual results
- Track cumulative effects from programs
- Increase accuracy in managing future mW
- Optimize price points against load needs

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## Start With Who May Change and How

Marketing starts with identifying key prospects for a potential DSM program, looking at the smart meter interval data, integrating rate and program participation data. The analyst identifies the spikes and drills down to the specific customers that comprise those spikes – and the business can drive change by quickly communicating to these customers.

## Load Curve by Program



Now, think about adding data from the call center, outage information, geospatial, billing, credit and collections and you enable dynamic customer segmentation of those likely to participate in programs. With analysis in place, put it into a repeatable process where reports and information are available on a daily, weekly, monthly basis. The business can use the reports to make decisions and take action.

Dynamic Ad hoc Energy Efficiency Verification Environment:

- Measure actual consumption pre and post program
- Validate assumed savings and costs with daily data
- Better understand impacts to margin
- Input into lost revenue adjustment recovery

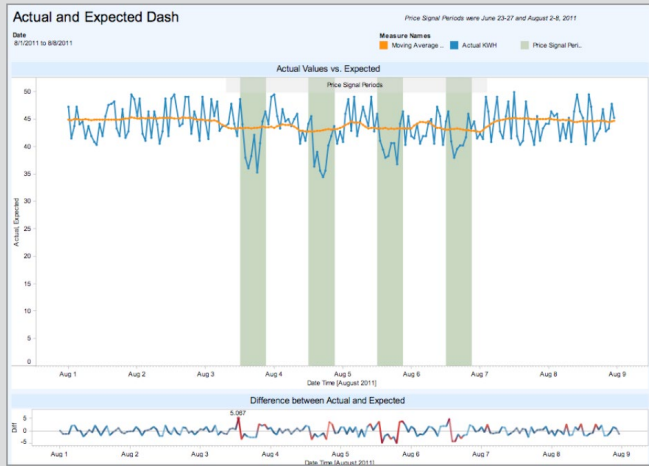
## Measure and Verify

Next-day reports to key stakeholders are powerful and increase customer satisfaction. Understanding impact

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is critical: quantify in terms of savings to the customer, margin to the utility and capture of price sensitivity information. Integrated data enables an understanding of the drivers, better predictive and load shed contribution analysis and cost management.

## Actual and Expected Dash

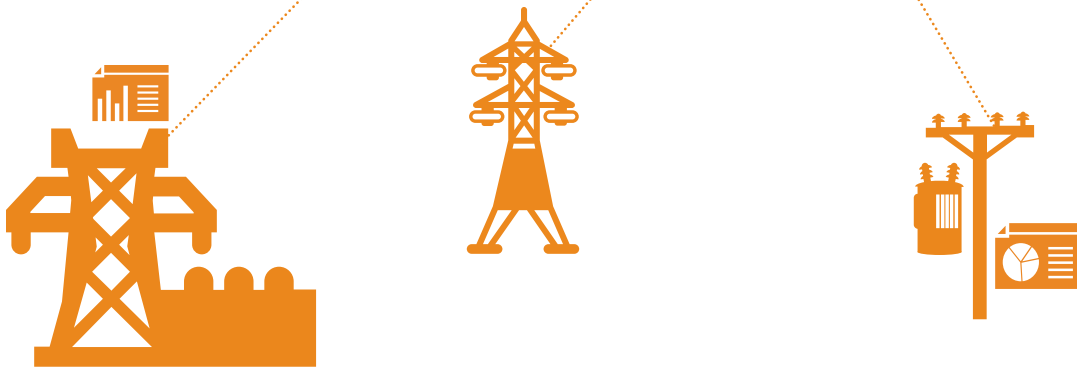


## Demand Response Analysis:

- Accept and store DR price signals
- Compare actual usage against expected load with and without price signals
- Measure weather-normalized reductions
- Perform price elasticity studies
- Improve accuracy of load shed forecasts for future events

Giving your business the information to understand and manage energy efficiency and demand response programs – every day – means the power to cost-effectively impact usage patterns and megawatt reductions during peak times.

To learn more, go to [Teradata.com/utilities](http://Teradata.com/utilities)



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