

# SMARTENERGY SUMMIT

FEB 17-19 2014

AUSTIN TX

ENGAGING THE CONSUMER

WEBCAST



## Partner or Compete: Utility Decisions on Home Energy Management



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# Audio Recording



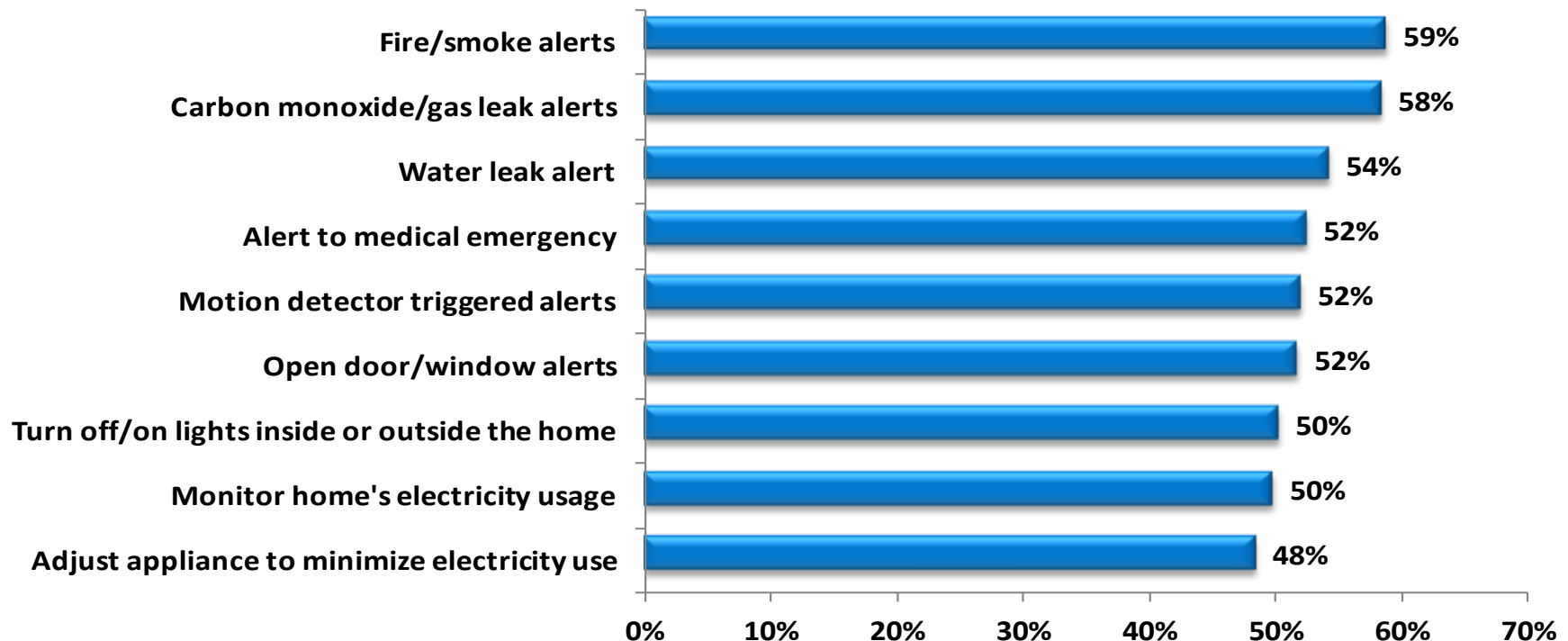
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## Appeal of Home Automation Features (Q4/12)

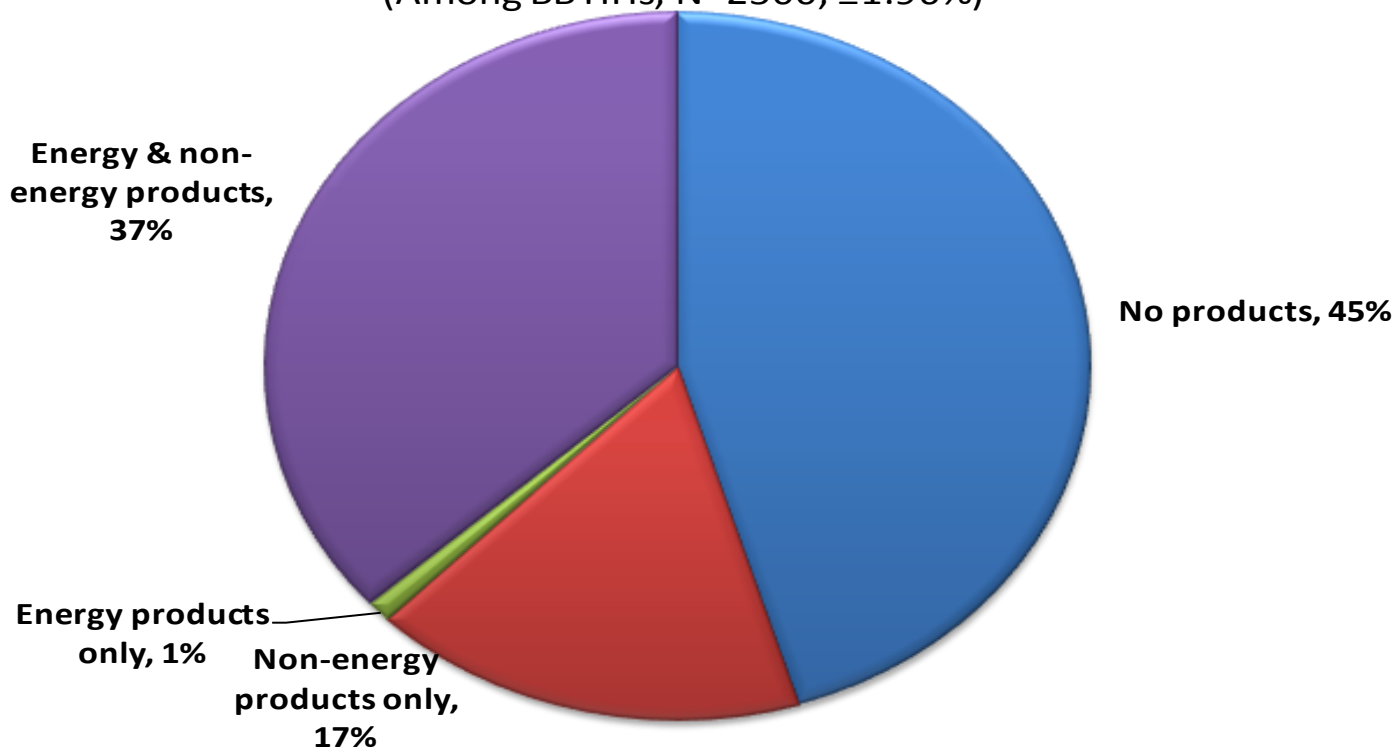
"Q7410. It is now possible to monitor and manage your home using mobile phones, computers, and tablets. This could be done while you are at home or even while you are away from home. In thinking about the ability to monitor and manage your home in this way, how appealing is the ability to..."

(Among BB HHs Without/Non-Intender Professionally Monitored Security Systems, n=1,953,  $\pm 2.22\%$ )



## Willingness to Buy Home Monitoring Products: Energy vs. Non-Energy (Q4/12)

"Q7435. How likely are you to purchase the following if the product can be monitored and managed from inside your home or while you were away using a computer, mobile phone, or tablet?"  
(Among BB HHs, N=2500,  $\pm 1.96\%$ )



# Partner or Compete



## Panelists

**Kevin Meagher**

Vice President & General Manager, Smart Home  
**Lowe's Companies, Inc**

**Mauro Dresti**

Senior Manager, Mass Markets: New Programs & Products  
**Southern California Edison**

## Moderator

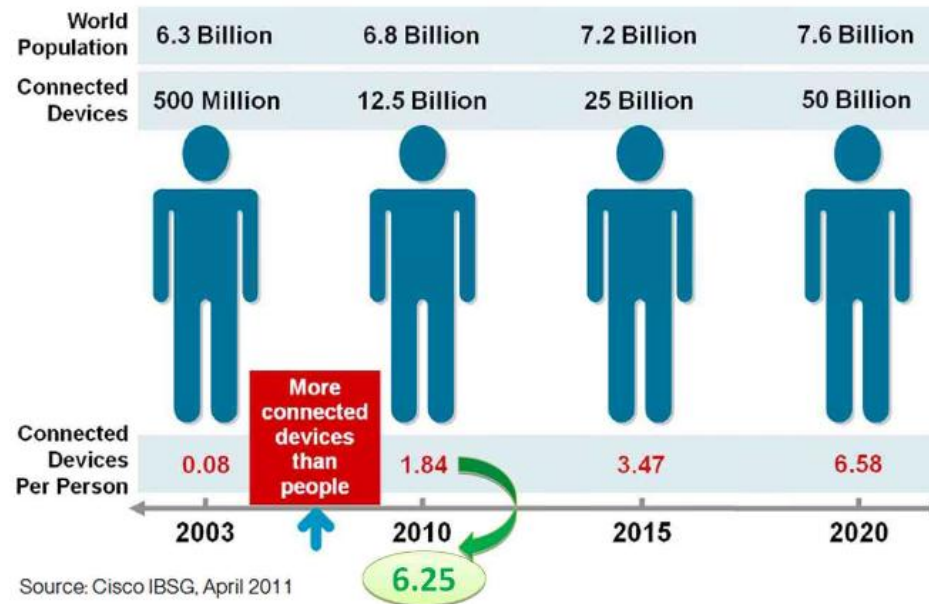
**Tom Kerber**, Director of Research, **Parks Associates**

## Partner or Compete: Utility Decisions on Home Energy Management

- The competitive environment
- The opportunity
- Go to market
- Partnering for success

## The Internet of Things is game changing.....

### The Internet of Things



Global Home Automation will grow from \$7Bn in 2011 to \$47Bn in 2018  
Transparency Market Research

The world is changing - everything will be connected....



Everyone sees this as an opportunity to generate new revenues by moving beyond traditional boundaries to deploy new products and services to the consumer but there are real problems....



## The industry is failing consumers...

### The market today....

- Point to Point solutions
- Multiple Apps and UIs
- Unconnected channels
- Complex and expensive
- Multiple Service Charges
- No interoperability
- Cannot scale



... is complex and confusing

### Consumers need us to....

- Focus on the consumer
- A single UI to integrate
- Connect everything
- Support open standards
- Open platforms
- Strong partnerships
- Integrated solutions



... make 'things' simple, affordable and scalable

## We believe we need to think differently ....

*...in the future, it will be the combination of product with service that will deliver value .*

*...it's not connecting customers to things that will ultimately deliver value, it's connecting things to each other.*

*...the data from 'things' will reshape the business models*

# The Opportunity



We believe we have a unique position and lead role because we sell things...

## Home Monitoring

- Motion Detectors
- Door/Cabinet/Window Sensor
- Key Fob
- Keypad
- Panic/Help Button
- IP Video
- Motion Detector(pet tolerant)
- Water Sensor
- Fire Detector
- Carbon Monoxide
- Directional Detectors
- Device Tagging
- Safety

## Energy Management

- Analytics
- Thermostat
- Smart Plug
- Optical Meter Reader
- Clamp
- Integrated Metering
- Water Monitoring
- Gas Monitoring
- Oil Monitoring
- Ceiling Fans
- Water Heaters
- Water Filters/Purifiers
- Temperature Sensors
- Humidity Sensors

## Home Automation

- Door locks
- Wall Switches (Int/External)
- Wall Plug Sockets (Int/External)
- Controllable Light bulbs
- Window Blinds
- Water Shut Off Valves
- Window Shading
- Garage Doors
- Humidifiers/Dehumidifiers

## Appliances

- Fridges/Freezers
- Washers/Dryers
- Cooking
- Misc devices
- HVAC

## Vehicles

- Car Integration
- EV Charging
- Prox sensing
- Maint Data

## Garden

- Irrigation Control
- Pool Pumps
- Pool Heaters
- Machinery (Mowers etc)

## Renewables

- Solar Panels
- Wind Generators
- Storage

## Other Property

- 2nd Home
- Parents
- RVs, Boats

## Support Services

- My Lowe's
- Installation
- Utility Rates
- Appliance Repair
- Pro Monitoring
- Insurance
- Nurse Call
- Location-based services

## Pets

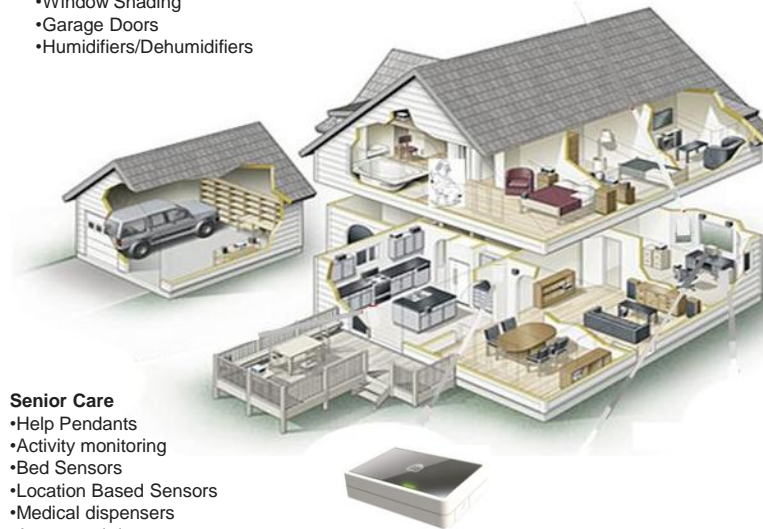
- Door Flaps
- Location monitor
- Feeders

## Practical Fun

- Plant monitors
- Localized scents

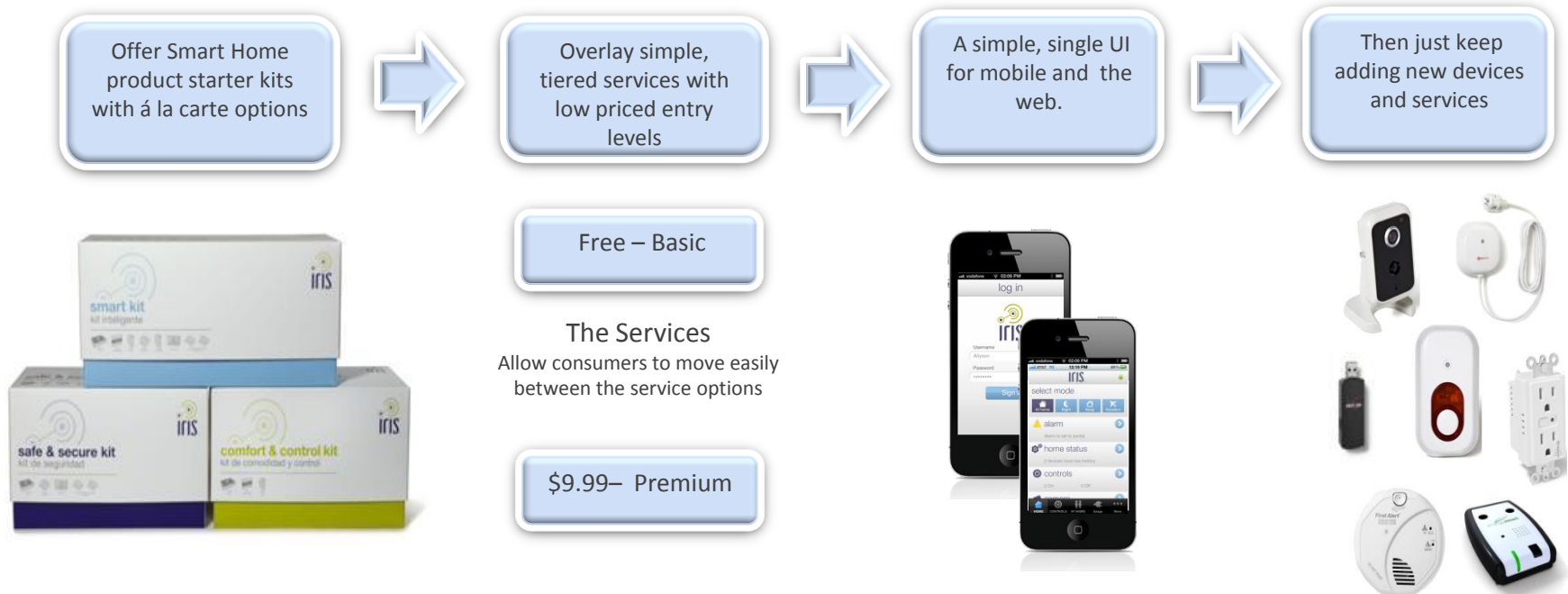
## Senior Care

- Help Pendants
- Activity monitoring
- Bed Sensors
- Location Based Sensors
- Medical dispensers
- Automated doors
- 2 Way Voice
- Stair Lifts
- Mobility Vehicles



...however, we believe offering breadth will be critical to success...

## Our market entry...



We aim to deliver:

- Simplicity
- Affordability
- Scalability

To Make homes:

- Safer
- More efficient
- Easy to manage

...offering more than home energy management.

Partnering to  
succeed



What we bring to a partnership....

Solutions....



**Products**

Thermostats, water heaters, pool/sump, pumps, lighting, irrigation, appliances etc

**Partners**

Channel Partners,  
Manufacturers  
Support Platforms

**Breadth**

Additional capabilities, shut off, flow valves, security,

**Services**

Installation  
Customer Support  
Demand Response,  
Maintenance

**Support**

Sales, Promotions,  
Data Sharing



*A national retail footprint with a footfall of 15 million/week*

.....we **all** need to work to offer more and scale to meet consumer needs!



**NEVER STOP  
IMPROVING™**

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**Mauro Dresti,**

Senior Manager, Mass Markets: New Programs & Products  
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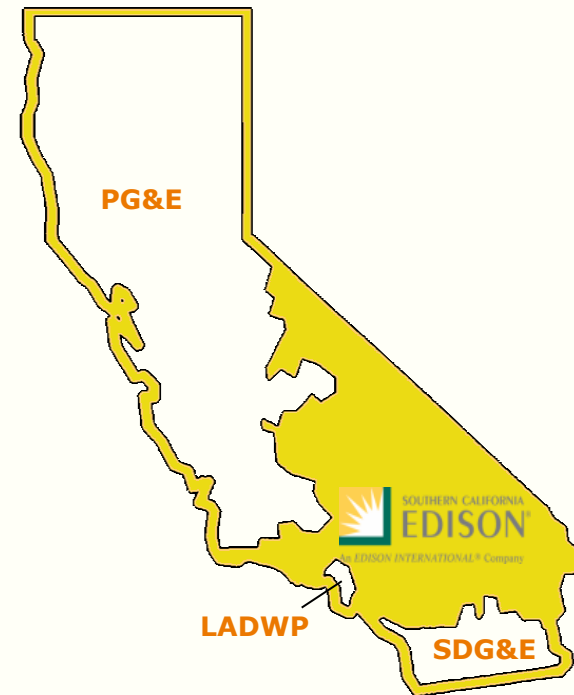
An *EDISON INTERNATIONAL*<sup>®</sup> Company

## **Demand Response Partnership Opportunities**

# About Southern California Edison (SCE NYSE-EIX)

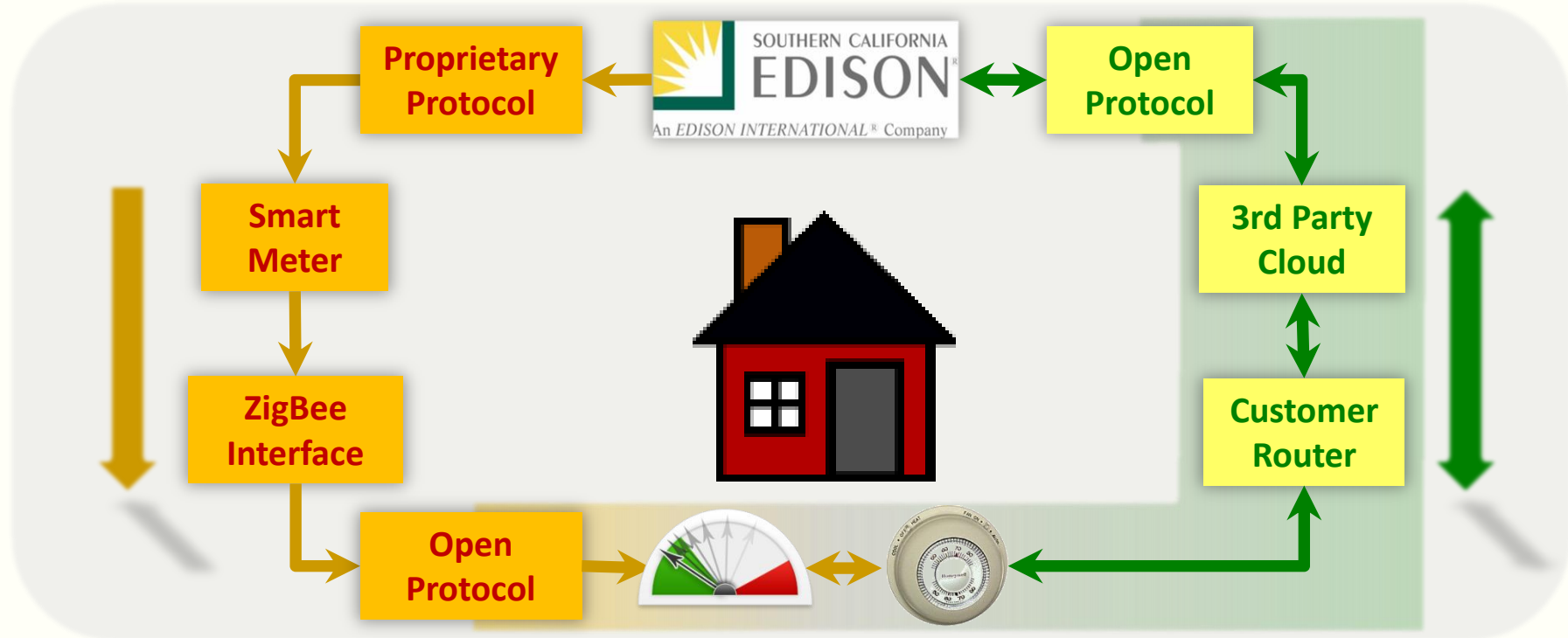
## One of the Country's Largest Investor-Owned Utilities

- Serves nearly 14 Million people in 15 counties with 4.9 million residential and business accounts
- Covers 50,000 square miles
- Peak Load of 23,300 MW
- Over 1,700 MW of Demand Response
- 160 MW of DR utilizing OpenADR





# Existing Enabling Technology



- There are two paths into the home which enables different features for the consumer
- SCE wants to create “**optionality**” for its customers and will offer programs utilizing both paths

# 2014 New Proposed Programs

- **3<sup>rd</sup> Party PCT Program**

- Uses OpenADR 2.0 to call events directly to the device or through the partner's cloud
- Uses PTR-LC pay for play incentive (approximately \$60 annual savings per customer)
- Co-branding opportunity with SCE
- Can apply to both Residential and Small Business markets

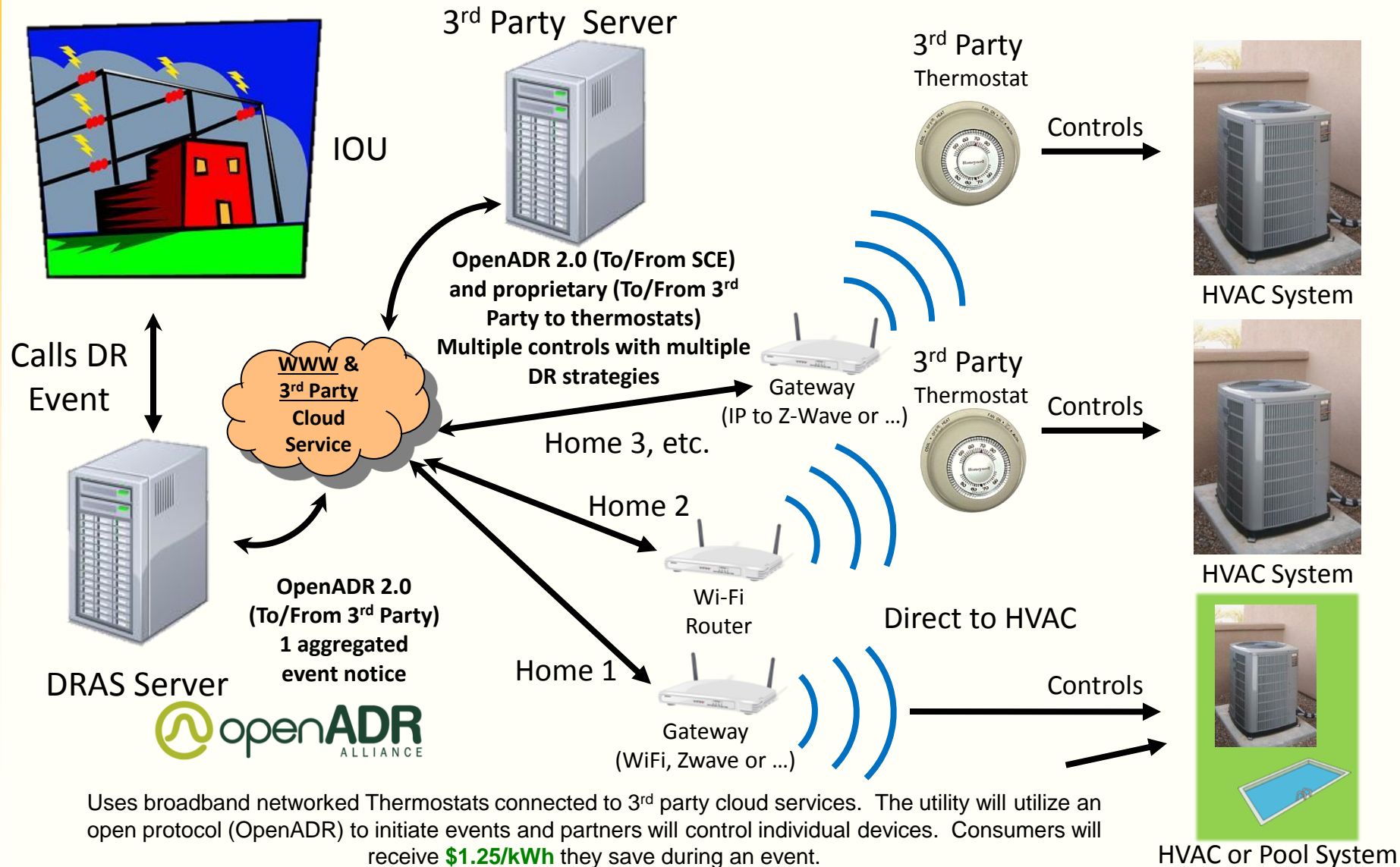
- **Real Time Energy Consumption**

- Uses Smart Energy Profile (SEP) 1.x and reads directly from meter
- Co-branding opportunity with SCE
- Can apply to both Residential and Small Business markets

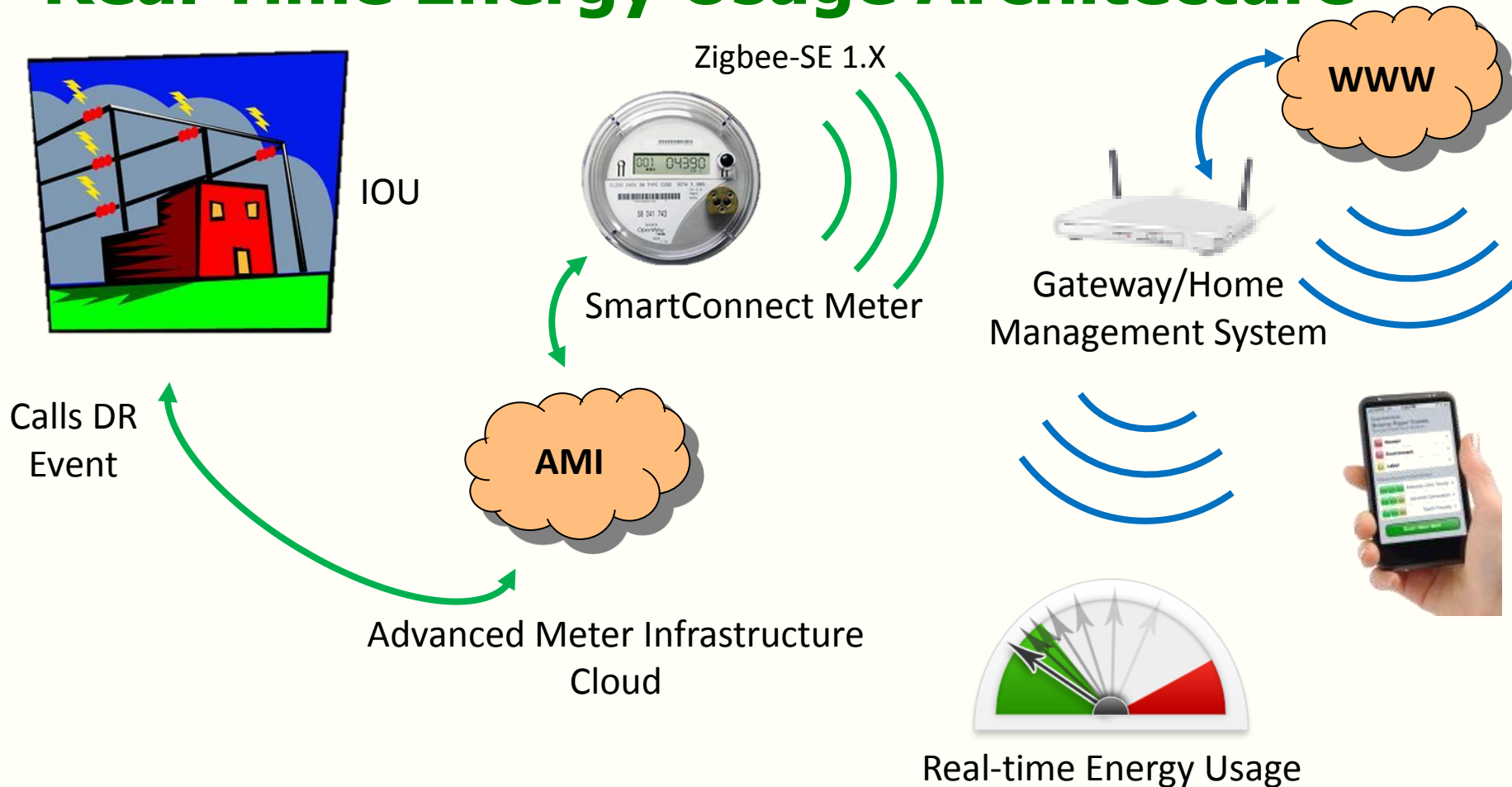
# Demand Response Mass Market Roadmap



# Architecture (3<sup>rd</sup> Party) Partner



# Real Time Energy Usage Architecture



Consumers can see their real time energy usage on the partner's display device of choice. (stand alone device, gateway with webserver or smart phone matched with appropriate gateway)

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# SMARTENERGY SUMMIT:

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### Keynote Speakers



**Erik Charlton**  
VP of Business, **Nest**



**Bill Horrocks**  
VP, Product  
Management,  
Xfinity Home,  
**Comcast**



**Stuart Lombard**  
President and  
CEO, **ecobee**



**Deborah Kimberly**  
VP of Distributed  
Energy  
Services, **Austin  
Energy**



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# Thank You.



# Thank You.

## **Tom Kerber**

Director of Home Systems and Energy

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