

Unlocking Korea's Greatest Energy Resource

Adam Welsh

Sr. Director for Regulatory Affairs, APAC for OPOWER

K.E.Y.
PLATFORM
2014

April 23 – 24, 2014
Conrad Seoul, Korea



을철 정전대비 위기대응 훈련

• 일자: 2013. 1. 10(목) 10:00 ~ 10:20

KBS1 한목자재보



BLACKOUT DRILL

PRIME TIME
NEWS
arirang

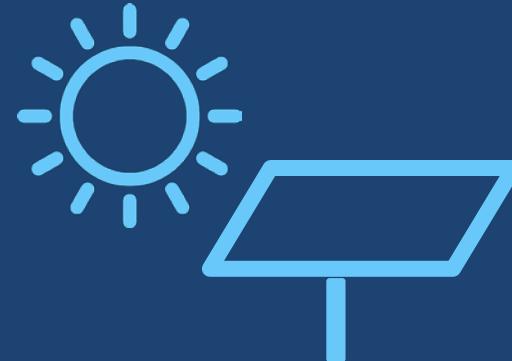
KOREA'S MAJOR SEAPORTS SURGES TO RECORD HIGH IN 2012: T

OP@WER

When we think about green cities, and a modern grid what do we think of?



Smart meters



Distributed generation

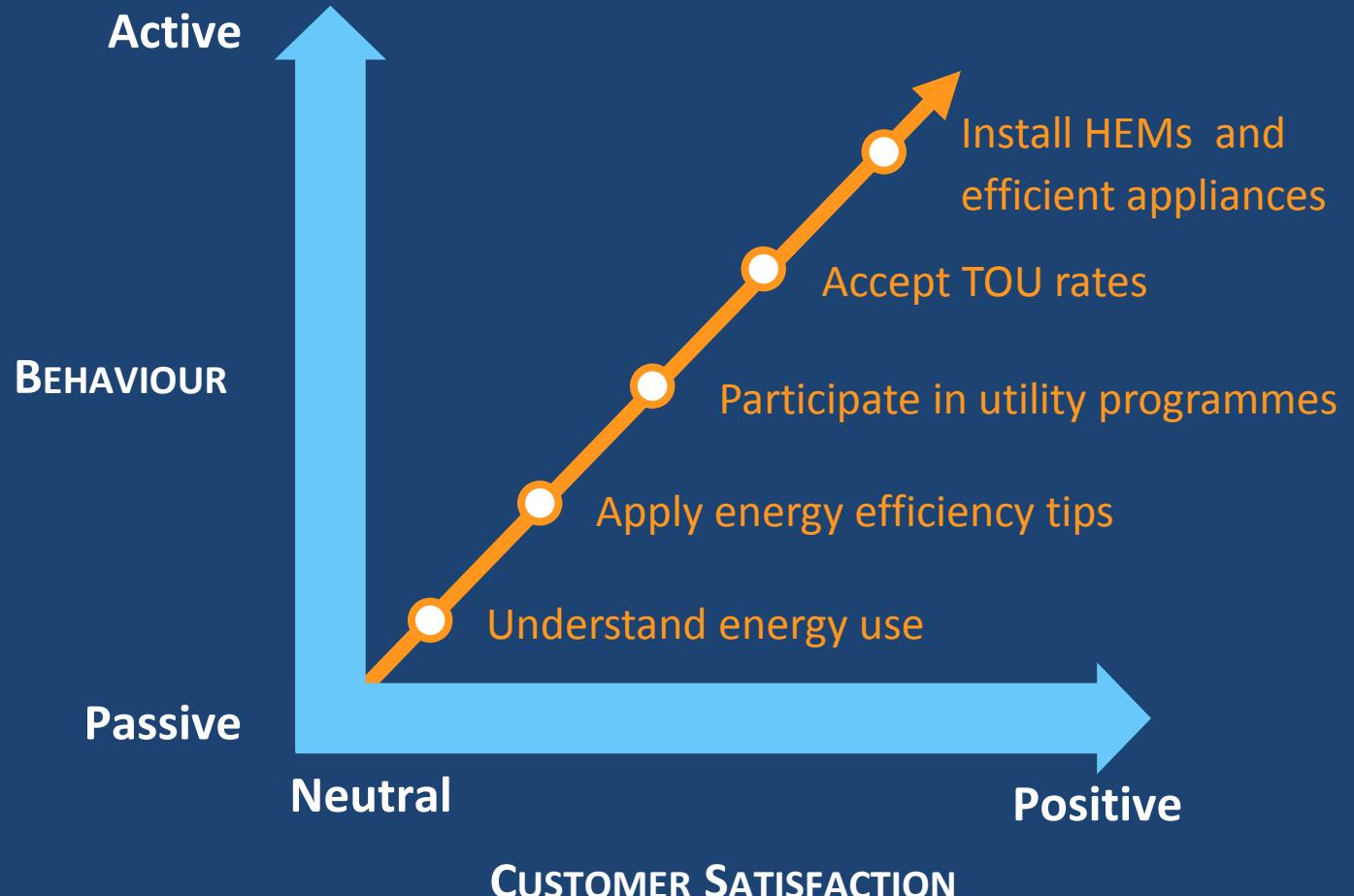
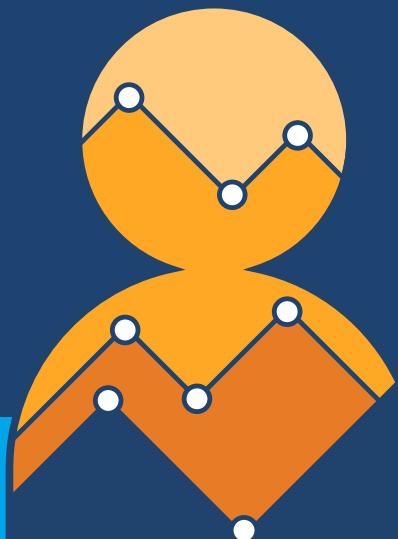


Electric vehicles



Reduced reliance on fossil fuels

At Opower we think of people like you and me



Opower: A big data customer engagement platform for the world's leading utilities



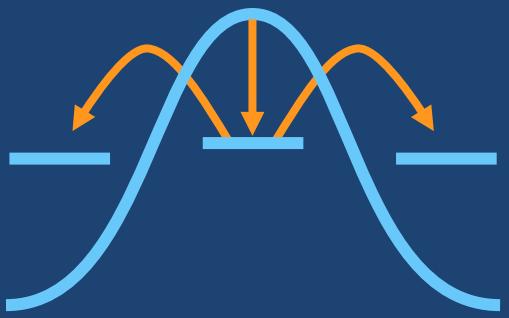
Big data
customer engagement
platform



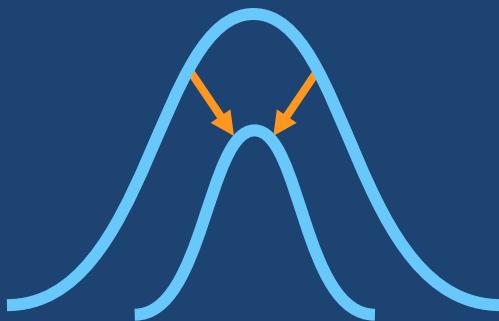
Working with
93 utilities in
8 countries to engage **32**
million homes



500 Employees
Washington DC | San Francisco
Tokyo | Singapore | London



Peak
demand
reduction
(demand response)



Sustained
energy
savings



Improve
customer relationships

**How do we engage people with
their energy use?**



SAVE MONEY



SAVE THE
PLANET



BE A GOOD
CITIZEN



Your Home Energy Report

Account number: 12345678

Report period: 04/21/12–06/20/12

We are pleased to provide this personalized report
to help you save energy.

The purpose of the report is to:

- Provide information
- Help you track your progress
- Share energy efficiency tips



More information is available at
www.pge.com/myenergy

Nina Martin
642 Harrison St
San Francisco, CA

Last 2 Months Household Comparison

You used **36% MORE** electricity than similar homes.



* kWh: A 100-Watt bulb burning for 10 hours uses 1 kilowatt-hour.

■ **Similar Homes:** Approximately 100
occupied, nearby homes (avg 0.14 mi away)
that have electric heat

■ **Efficient Similar Homes:** The
most efficient 20 percent of similar
homes

How you're doing:

You used more
than average

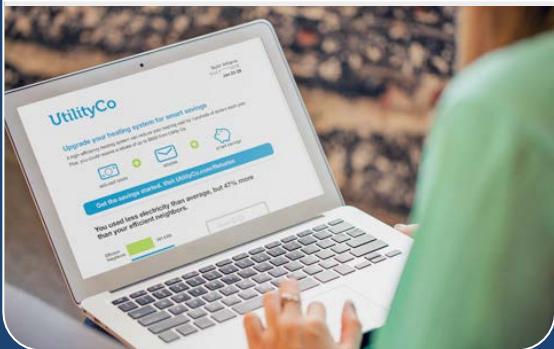
Turn over for ways to save

Are we comparing you correctly?
Update your home information by visiting:
www.pge.com/myenergy

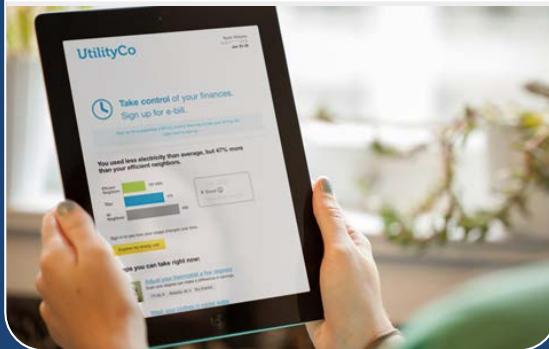
OPower

Reaching customers through their channel of choice

Web



Tablets & mobile



Mail



SMS



Devices



Result: Sustainable energy savings

kWh savings relative to average program savings

5.0%

4.0%

3.0%

2.0%

1.0%

0.0%

1

10

20

30

40

Months since programme start

Opower clients have
sustained 1.5 – 3%
in energy savings



Sustained energy savings



₩ 475
billion
in consumer
bill savings

2.7
million
tonnes of CO₂
abated

Reducing peak consumption

Pre-event notifications ensure awareness

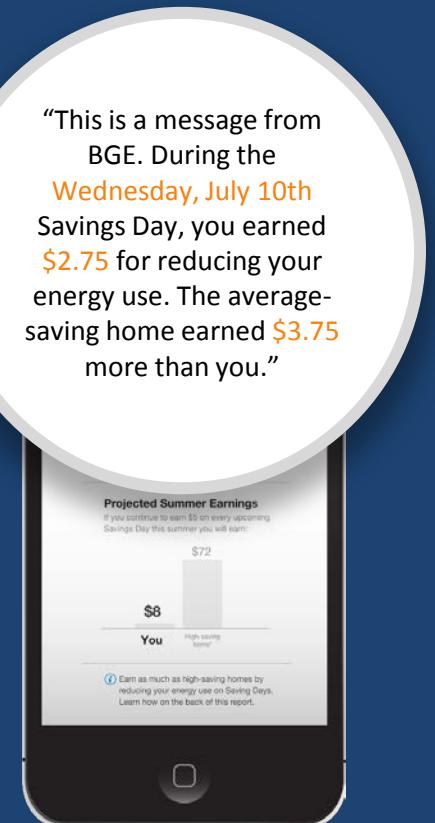
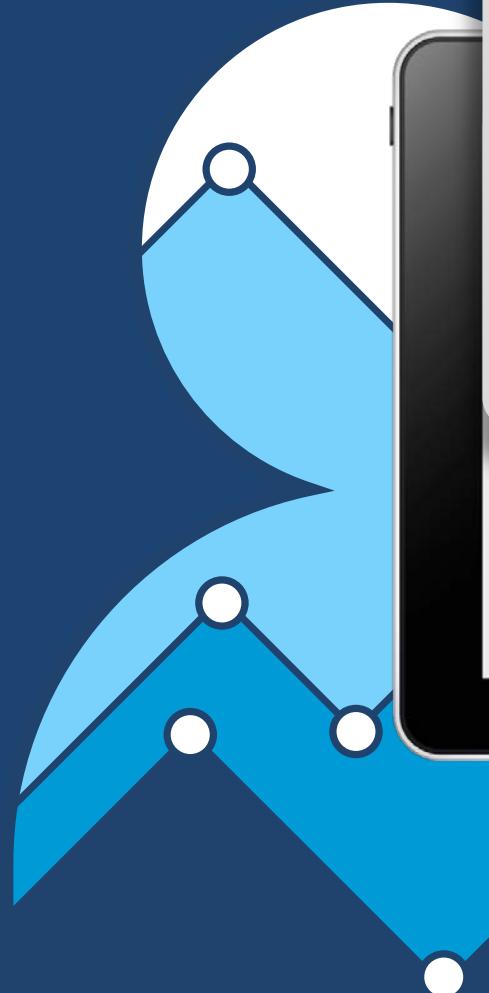
The image shows a collage of three screens illustrating the use of pre-event notifications for energy savings days:

- Smartphone (Left):** Displays a text message from "UtilityCo Alert" on May 8, 2013, at 7:00 PM. The message reads: "UtilityCo Alert: Tomorrow, Wednesday July 14, is an Energy Savings Day. Between 1p.m. and 7p.m. earn money towards your next bill by reducing your electric use".
- BGE SMART ENERGY rewards Banner (Center):** A large green banner for the "BGE SMART ENERGY rewards" program. It features the text "save money and energy." and "WELCOME TO SMART ENERGY REWARD". Below this, it says "This program supports EMPOWER MARYLAND".
- Tablet (Right):** Shows the "BGE SMART ENERGY rewards" website. It displays a calendar notification for "Wednesday, July 10th between 1pm - 7pm" with the text "Earn money towards your next bill by saving energy tomorrow". The website also includes sections for "Energy Savings Day tips" (with examples like "Reduce air conditioning use with fans" and "Enjoy unplugged activities"), and a section for adding the event to a calendar (Google Calendar, Outlook, iCal, Yahoo Calendar). The user profile "Jane Doe" and account number "Acct # *****5678" are visible.

Personalized communications provide feedback after an event

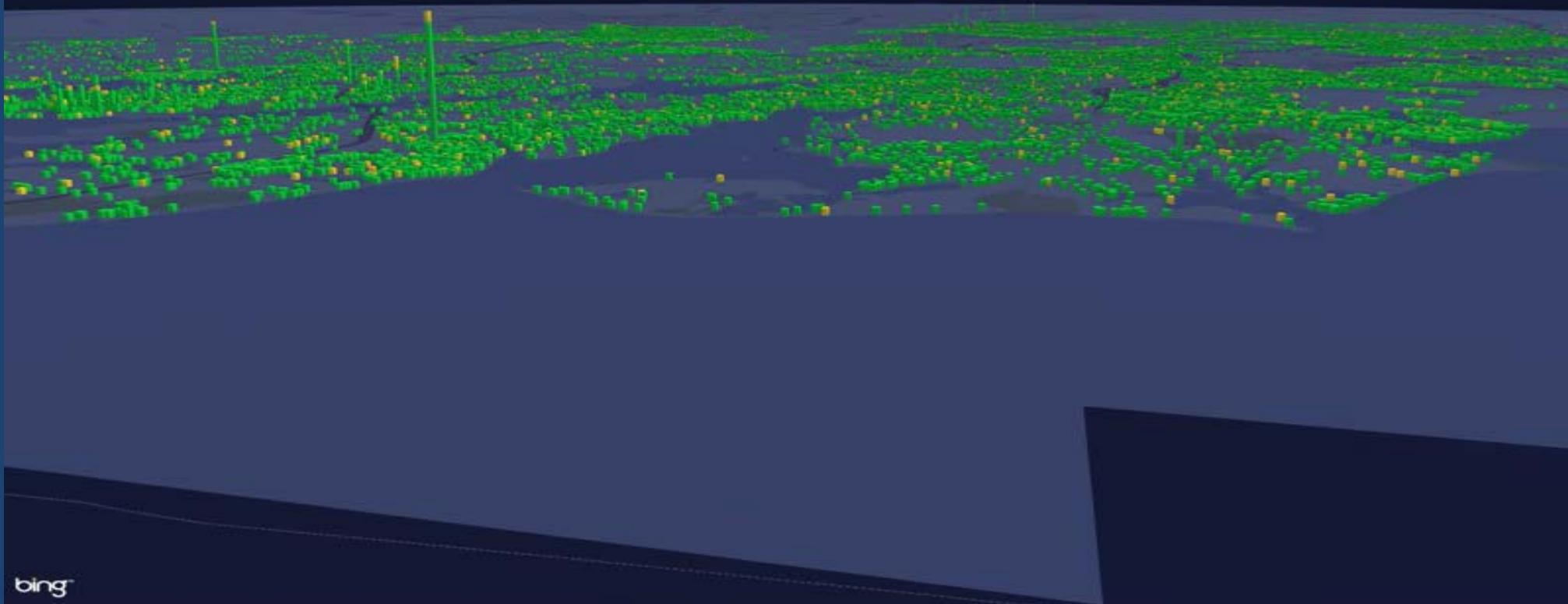


Personalized communications provide feedback after an event



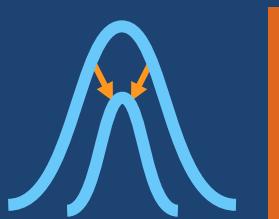
Multi-channel communications reach every customer

Layer 1
Device
Other Comms



bing®

OPower



Opower's potential impact in Korea

700 GWh

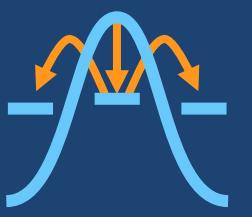
annual energy savings
(190k HHs off the grid)

₩85 billion

in annual bill savings for
consumers

Jeju Island

homes taken off the
grid for a year



Opower's potential impact in Korea

265 MW

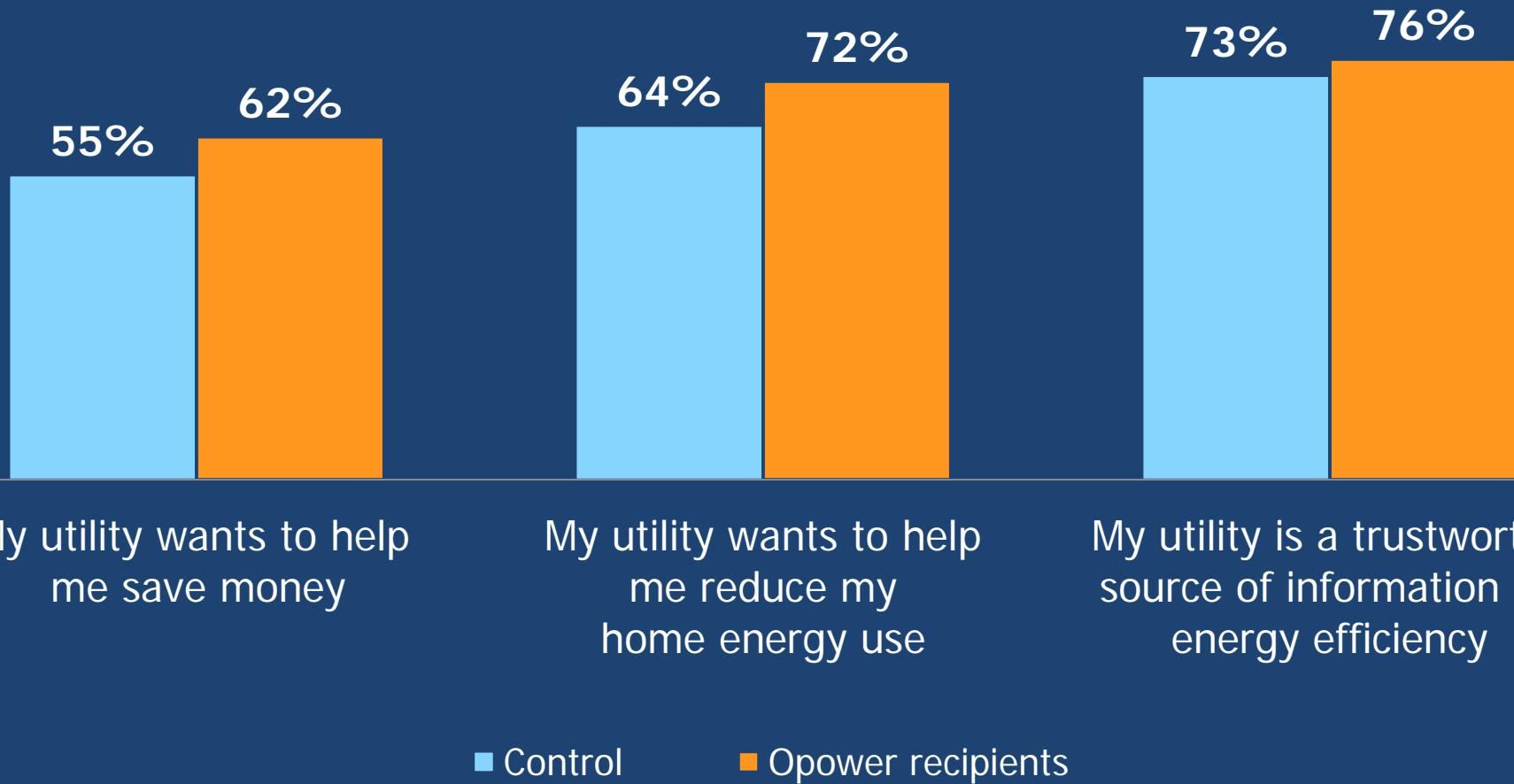
reduction in South Korea's peak demand on a summer day

₩750 billion

in capital cost deferred



Delighted utility customers





The Way Forward



Address capacity constraints & reduce
dependence on energy imports



Rebuild customer
relationships
& trust