

SIEMENS



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Energy Engage™ –
Increase demand response and conservation
through consumer engagement

Answers for Infrastructure.



Energy Engage™ – A New Conversation

Like utilities around the world, your company is under increasing pressure when it comes to the use of renewable energy, security of supply, lowering carbon emissions and reducing energy waste.

You may currently be heavily invested in Smart Metering and Advanced Metering Infrastructure (AMI), but this alone will not be enough to encourage your customers to play a part in demand reduction and energy conservation. By using state-of-the-art customer engagement technology, you can provide your customers with accurate, relevant, actionable information that delivers the tools you both need to:

- Take advantage of customized programs for energy conservation
- Provide an online community for improved customer services
- Reap the full advantages of Smart Metering and AMI

It is time for a new conversation – which will be productive only if everyone has all the information they need, in the form they need it, when they need it.

It is all about actionable change

You are already making a significant investment in Smart Metering technologies with the goal of lowering costs, speeding up customer service, improving billing systems, and offering innovative pricing.

But what about the smart consumers – those who actually consume the energy? Where do they fit in?

With Energy Engage™, you can directly influence consumer behavior by showing your customers exactly how their energy consumption and lifestyle choices not only impact their wallets but the environment as well.

Your customers will have the information they need to understand:

- Their daily energy use and its cost
- Their individual household's impact on the environment
- How they compare with their direct peer group
- The measures they can take to be greener

How it works

Energy Engage™ is a state-of-the-art, Web 2.0, consumer engagement solution that allows utilities to provide individual customer access to relevant, secure, up-to-date information detailing their electricity, gas, or water usage and costs. Energy Engage™ goes much farther than existing web-portal solutions to fully involve your customers in sustained energy conservation and demand response programs.

Energy Engage™ presents data and events in real time, directly on your existing utility website. Consumers get easy-to-understand online views of their usage, its cost, and the environmental impact, and can be notified of changes to budgeted usage, planned outages or other events while they are away from home via text, E-mail, or mobile web applications.

Just as importantly, the solution provides a social networking environment that allows consumers to access local and broader web communities to share information and best practices and enable self-help customer support. Your customers can receive input and advice from respected experts and their community peers on questions such as energy use and conservation – all of which reduces your customer-service time and costs.

Innovative features, flexible deployment

Energy Engage™ is a flexible solution that offers you a choice of modular functions, either integrated within an existing branded website and accessed through user sign-on, or implemented as a stand-alone site. In addition, the solution can be delivered as a Siemens hosted service, or installed at your site. Fully Service Oriented Architecture (SOA) compliant, Energy Engage™ seam-



lessly integrates with your in-house IT systems. Solution function, capacity, and interoperability can be extended without disrupting your workflow. And any combination of the modules and services below can be configured to meet your needs.

Web presentment and analytics

- Usage and energy cost: integrated into your in-house systems and the users' existing rate plan with an intuitive and flexible interface for exploring usage and cost
- Carbon emissions data: charts the impacts of energy use
- Usage breakdown by appliance thanks to state-of-the-art data modeling

Consumer analytics and content

- Comparisons: both historical, for the individual consumer, as well as peer comparisons with similar households
- Rate analyzer: allows consumer to compare available rates to determine the most effective plan
- Customized facts and tips for energy conservation and cost savings

Push services

Alerts and notifications: consumers can subscribe to automated updates, at-a-glance E-mail reports on usage and cost, as well as user-configurable threshold or event alerts.

Community and educational features

Interactive community: allows consumers to connect with others online and share ideas as well as see how others score on Energy Bank and Energy Smarts.

Integrated marketing communications

Optional marketing services to help you promote the Energy Engage™ service to customers. This service offers you a system of marketing communications through various channels to drive awareness, registration, and ongoing use. The service also

includes the latest analytical techniques to interpret the program's effectiveness.

The utility advantage

Energy Engage™ offers you a proactive tool that will support you in meeting current and future regulated conservation targets. Your employees will be pleased with how easily and completely Energy Engage™ integrates into in-house information systems. And you will experience a reduction in peak demand and in customer service costs as well, because your customers will be happier and better informed.

The consumer advantage

Energy Engage™ supplies your customers with easy-to-understand and relevant usage and cost details. It also acts as a behavioral action driver by offering tools like a rate analyzer, which recommends optimum payment plans. The consumer receives real-time notification of events, unplanned billing variances, and power incidents and a platform for local and extended community involvement for peer-group feedback, guidance, and advice.

The Siemens advantage

Siemens, the world's only integrated technology company spanning the entire energy conversion chain, works across all businesses and technology interfaces with a comprehensive line of products, solutions and services. The innovative technologies the Siemens Energy Sector helps the world's economies achieve sustainable development thanks to a reliable, economical and environmentally compatible power supply. Siemens integrated Smart Grid solutions will help you intelligently operate the Smart Grid and use it to its full capacity.

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