



# Engaging Utilities in Demand Response

Dr. Sabine Erlinghagen | Lausanne | September 2015

# Utilities are facing many challenges



# New targets of utility strategies



## New service offerings

Decrease dependency on commodity sales



## Customer satisfaction

Retain customers and win new ones



## Reduce cost to serve

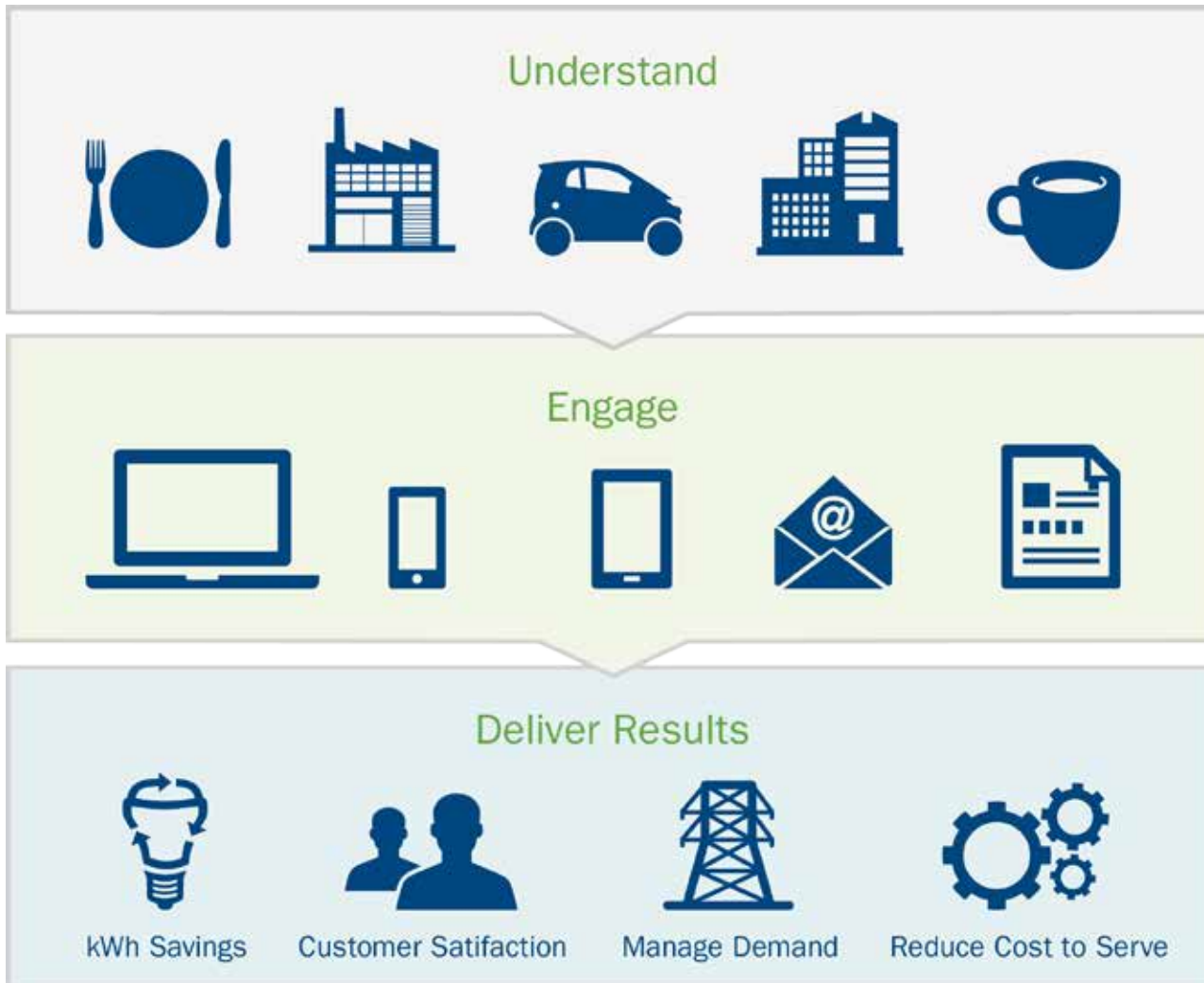
Respond to price and resulting margin pressure



## kWh savings

Achieve national energy reduction targets

# Utilities need to understand customer needs to deliver results



# Demand Response is one building block in a comprehensive customer oriented strategy



## Customer Engagement

- ü Engage your customers through customized, timely, and valuable content



## Energy Efficiency

- ü Provide actionable insights delivered to customers and improved energy efficiency program adoption



## Demand Response

- ü Transform your customers into a virtual power plant / storage; Generate energy cost savings and portfolio optimization.



## Operational Effectiveness and Customer Management

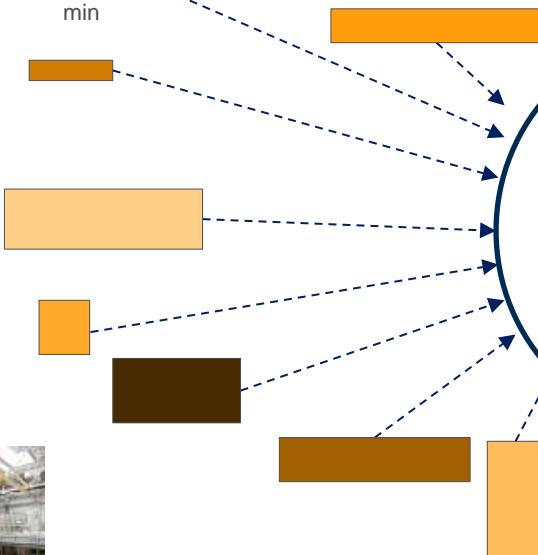
- ü Targeted program design, smarter marketing, seamless customer service

# Large industrial consumers provide valuable flexibility for DR

**Prosumer Side**  
(Source of flexibility)



kW  
min

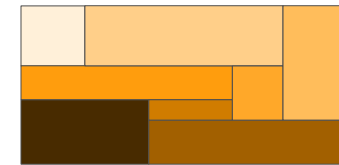


**NOC**  
(Network Operation Center)

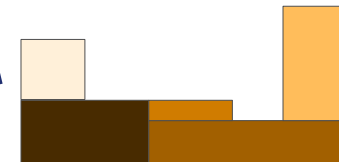
ENERNOC



**Market Side**  
(commercial use of aggregated flexibility)

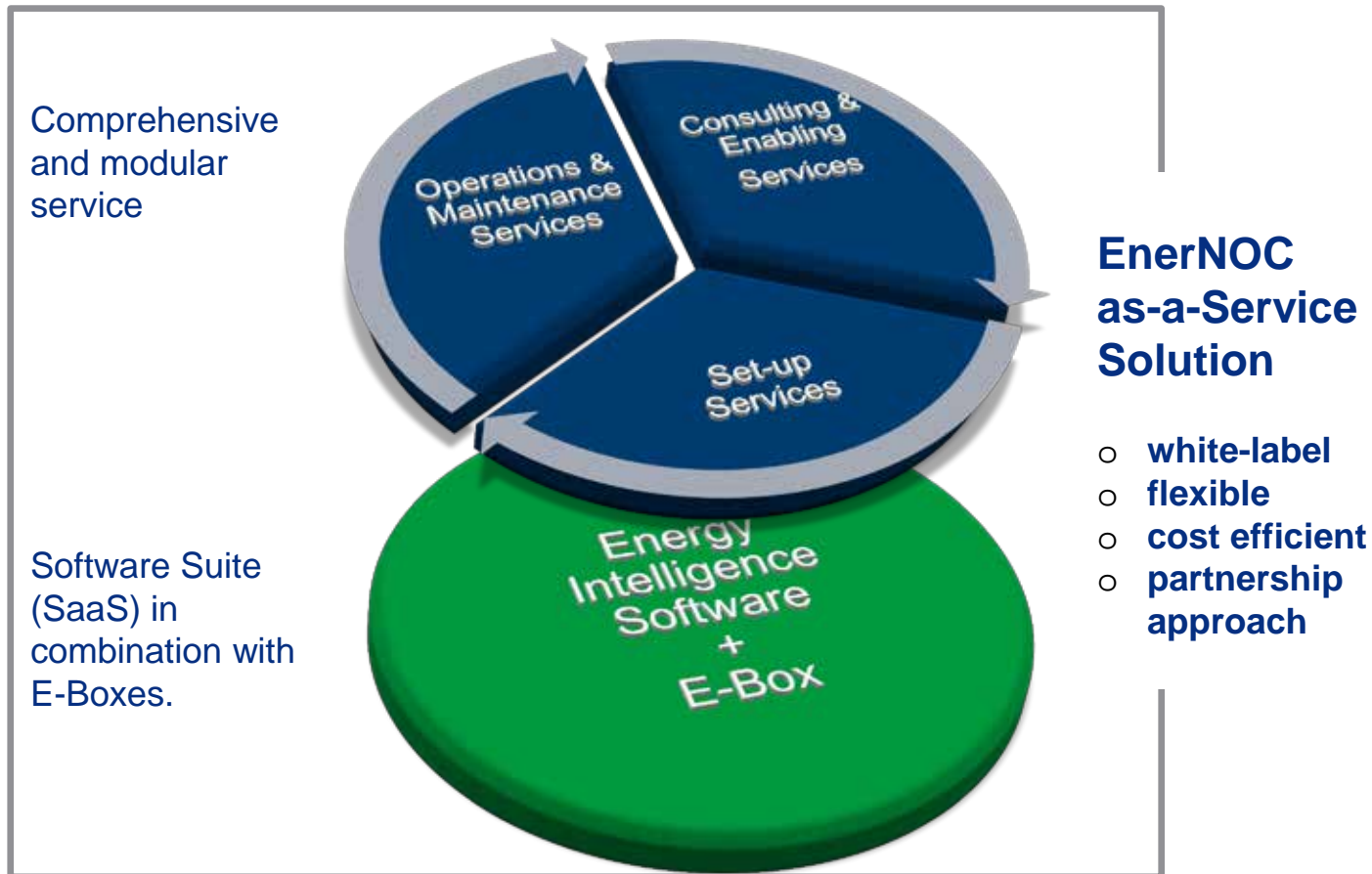


**Energy market**



**Ancillary service market**

# A specialized service provider allows utilities to get to the market fast and with a professional solution



# Summary of key take-aways

## **Benefits of DR for utilities:**

- Retention of existing customers as part of a broader customer engagement strategy
- Door opener to win new customers
- Increasing the share of service revenues

## **Benefits of cooperation with a specialized service provider:**

- Fast time to market
- Best technological solution
- Reduced complexity and cost





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Geschäftsführerin

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