



E SOURCE Intelligent Grid Service

MEMBERSHIP BENEFITS

The *E Source Intelligent Grid Service* helps utilities capitalize successfully on the promises of smart grid for their customers. We supply our members with industry best practices and proven guidance on technologies, programs, communications, data security, and privacy.

WHAT YOU GET WITH THE INTELLIGENT GRID SERVICE

Member Inquiries. Get just-in-time answers and consulting assistance from our experts by asking us your questions, bouncing ideas off of our researchers, or contacting us whenever you need an unbiased third-party perspective. We'll save you time and provide insights on your questions about smart grid customer value, customer data and security, and smart grid technologies.

Web conferences. Our web conferences give you a unique opportunity to collaborate and interact with industry experts and your peers without having to travel to a meeting or conference, saving you time and money.

Research findings. You'll have access to our library of research and analysis, including detailed reports and reference materials that focus on actionable profiles of innovative and experimental deployments, programs, technologies, and communications.

E Source Intelligent Grid Roundtable. This intense, highly interactive one-day roundtable meeting is exclusively for members of the *E Source Intelligent Grid Service* and brings together utility leaders from across North America who are responsible for managing smart grid or advanced metering infrastructure (AMI) programs. Held twice per year, this meeting gives you the unique opportunity to learn what's worked and what hasn't in smart grid deployments in a vendor-free environment. Membership includes one seat.

E Source Forum. In this exclusive annual event for E Source members, we offer a special Intelligent Grid topical track as well as tracks in Customer Service, Demand-Side Management, End-Use Technologies, and Marketing & Communications. Past session topics have included smart grid expert panels, the challenges of feedback technologies, and communicating with customers about smart grid. Membership includes one seat.

Monthly e-mail newsletter. Each month you'll receive an insightful article with food for thought on how to capitalize on your smart grid investment and ensure customer satisfaction, along with top picks from recently released smart grid-related resources.

GET ANSWERS TO YOUR SMART GRID QUESTIONS

Here's a sampling of the Member Inquiry questions we've been answering for our *E Source Intelligent Grid Service* members:

- In the dynamic domain of smart meters and AMI, project status seems to change daily. Can you provide an update on U.S. and Canadian projects?
- What best practices do you have on starting an energy alliance similar to Dominion's SmartGrid Charlottesville and Xcel's SmartGridCity, especially in areas where enthusiasm for smart grid is low?
- What kind of public resistance is emerging to smart grid initiatives because of privacy, fairness, pricing, and control concerns?

- We recently heard that consumer acceptance and interaction with smart grid technologies should focus on the rule of three screens—phone, computer, and TV. What is E Source’s reaction to that idea?
- What new business models and technologies are driving the next generation of smart buildings?
- What are the best practices for communicating with our customers about smart meter rollouts?

TAKE ACTION WITH OUR FOCUSED RESEARCH & ANALYSIS

We’ll deliver actionable profiles of innovative and experimental deployments, programs, technologies, and communications, giving you insights to help you avoid potential problem areas or fix existing issues. Here are three examples of our recently published research:

Start-Up Smart Grid Vendors—A Risk Worth Taking? A utility is considering working with a small start-up vendor that’s offering an innovative product for its smart grid program. The product looks great but the utility is afraid of getting burned if the vendor can’t deliver. In this report, E Source provides guidelines for effectively managing this type of relationship.

Reaping the Benefits of Smart Grid Through the Smart Grid Consumer Collaborative. The Smart Grid Consumer Collaborative was recently created in response to concerns that customers are rejecting smart grid technology. In this report, E Source assesses the collaboration and evaluates whether it could help utilities prepare to meet customer needs as they roll out smart technologies.

Addressing the Equity of Your Smart Meter–Enabled Pricing Program. A utility preparing to offer dynamic pricing to customers with smart meters is concerned that the program may be disrupted by worries about equity—for example, that low-income or elderly customers may be unfairly affected by high peak-time prices. In this report, E Source shares ways utilities can prevent equity issues when introducing variable pricing programs to their customers.

JOIN INTERACTIVE DISCUSSIONS WITH INDUSTRY EXPERTS

Our web conferences provide opportunities to learn what others are doing and to ask questions about hot topics. We also archive them, so if you miss one you can always watch and listen to it later. Recent web conferences include:

- Mythbusters: Smart Grid Edition
- How to Work with Smart Grid Start-Up Vendors
- Talking Smart Grid–Enabled Web Portals: What’s Working?
- Smart Grid Data Privacy: Perceptions, Fear, Responsibility, and Trust

WHO NEEDS THE INTELLIGENT GRID SERVICE

If you’re deploying smart grid projects—from AMI to in-home feedback displays and home automation, as well as renewables and plug-in electric vehicles—the *E Source Intelligent Grid Service* provides actionable information you can use to create customer value. Members include:

- Smart grid strategists and stakeholders
- Engineers who are responsible for selecting technologies
- Rates and efficiency staff who are designing new programs or integrating smart grid with existing pricing strategies and efficiency and demand-response programs
- Communicators who are crafting messages about smart grid