

## ***E SOURCE Efficiency & Demand-Response Programs Service***



Wondering how to improve your organization's existing energy-efficiency and load management programs or how to launch new ones? The *E SOURCE Efficiency & Demand-Response Programs Service* (EDRP) is the answer.

Make your energy-efficiency and demand-response programs more effective and less expensive. Reduce your operating costs, defer capital expansions, and flatten your load curves. Improve customer satisfaction by directly addressing high energy costs and environmental concerns. *E SOURCE* can assist you every step along the way.

EDRP identifies industry best practices and offers proven guidance on:

- Segmentation approaches to focus your marketing on high-impact prospects;
- Identifying attributes of successful programs and implementing them in yours;
- Using innovative delivery channels to serve hard-to-reach customer groups;
- Developing the right mix of program elements to drive participation;
- Creating the appropriate mix of programs to meet your company's goals; and
- Innovative new technologies and programs.

### **EDRP Service Offerings**

**Member Inquiries.** Use our knowledgeable team of research professionals as an extension of your staff for detailed, quick responses to your questions. We answer over a thousand inquiries from our customers each year, and our customers consistently report that they receive significant value from this service.

**DSMdat.** Access our comprehensive database that contains information on more than 1,400 demand-side management (DSM) programs in the U.S. and Canada.

**Research Reports.** Our reports are different from the analysis available from other sources—they're short and easy to read, the key points are clearly identified, and they cover new and innovative programs long before other sources do. We deliver actionable profiles of innovative and experimental programs, drill into the essential elements that differentiate the best programs from the rest of the pack, and unravel the key strategic and policy issues driving today's DSM market.

**Roundtable Web Conferences.** Learn from and speak directly with our experts and your industry peers on the hottest topics of the day without leaving your office. Our *E SOURCE* Roundtables promote interaction and encourage frank discussions.

**DSM Executive Council.** The council includes one representative from each member company and offers the opportunity to share war stories, shape the direction of research, test an idea, offer insights, and be part of discussions with other industry experts.

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## Some of Our EDRP Clients

Alliant Energy  
BC Hydro  
Colorado Springs Utilities  
Duke Energy  
Enbridge Gas Distribution  
Hydro One  
Hydro-Quebec  
Kansas City Power & Light  
Memphis Light, Gas & Water Division  
National Grid USA  
Omaha Public Power District  
Orlando Utilities Commission  
Otter Tail Power Co.  
Pacific Gas and Electric  
Progress Energy  
PNM  
Sacramento Municipal Utility District  
Salt River Project  
San Diego Gas & Electric  
SaskPower  
Silicon Valley Power  
Southern California Edison  
Southern Company  
Tacoma Power  
TXU Electric Delivery  
Xcel Energy

As a member of EDRP, you'll be part of a powerful community of industry leaders who are taking DSM programs to new heights.

## Who Needs This Service?

- Energy-efficiency and DSM program managers, planners, and evaluators
- Technical and engineering support services staff
- Energy managers
- Account managers
- Marketing, business development, and sales staff

## Contact Us

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## E SOURCE Helps Its Clients

- Improve customer satisfaction
- Benchmark against peer utilities
- Network with industry peers
- Save time and improve productivity
- Reduce operational costs

For more than 18 years, *E SOURCE* has provided information services focused on retail energy markets, services, and technologies. At our core is an exceptional team of research professionals whose technical and analytical skills and real-world experience have earned *E SOURCE* international acclaim. Our customers value their relationships with us because we are always ready to provide prompt, friendly, expert advice and guidance. Our clients include roughly 300 electric and gas utilities, other energy service providers, large energy users, government agencies, and organizations from nearly two dozen countries worldwide.



*Energy Business Intelligence*