

The logo for EnergyOrbit, featuring the word "energy" in white lowercase letters, a green circular icon with a white dot inside, and the word "orbit" in white lowercase letters with a trademark symbol. The background is a dark blue gradient.

energyOrbit™

Streamlining DSM for the Modern Utility

The logo for EnergyOrbit Marketplace, featuring the word "energyOrbit" in white lowercase letters with a green circular icon, and the word "Marketplace" in white lowercase letters with a green shopping cart icon. The background is a dark blue gradient.

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Marketplace

# E Source Forum 2018

## What's in Store for the Utility Business Model? Let's Gaze into the Crystal Ball

Presented by: Udi Merhav, CEO and Founder

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# Survivability, or not, of the Long Established Utility

- CCAs
- DERs
- Microgrids
- Diminishing or flat revenues
- Renewables
- Lower savings baselines (challenge to DSM economics)
- New Load Serving Entities (LSEs)
- Customer choice organizations – direct access
- Load defections
- Blockchain paradigm



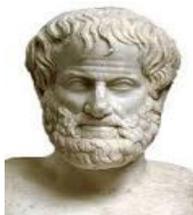
# Be the Catalyst, be the Change – Collaborate

- 88 percent of Fortune 500 companies in 1955 were no longer on the list in 2014
- Blockbuster Video, Polaroid, and Kodak - doubled-down on efforts to get customers to use their legacy, analog products
- Blockchain and Cryptocurrencies
- Break out of comfort zone – remain relevant
- Enhanced customer engagement – an opportunity for innovation

Break the shackles of “more of the same” thinking



- ▶ Adapt, or better yet, be the locomotive of change
- ▶ Why is cooperation underutilized amongst DSM organizations?
- ▶ Key to maximum cooperation is thinking out of the box AND having adequate technology to facilitate seamless collaboration
- ▶ Opportunity for customer retention, gateway to new customers and new business models
- ▶ The advent of electrification – life line in the making



The Whole is Greater than the Sum of its Parts

Something's missing here



# DSM

The fulcrum of customer engagement strategy



# Collaboration Through Digitization



Fertile ground for  
enhanced customer touch  
points and innovation

**Multiple, disparate, DSM orgs  
“raising the barn” to offer easy and  
robust participation in EE**

**Automate workflow  
amongst all DSM  
participants = low  
program overhead**

**Empowered by solutions  
that are malleable and  
adaptable to change long  
into the future - new  
business models spawned**

# Case Study – Seven Utilities Raising the C&I Barn



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Marketplace helps  
utilities achieve  
customer engagement  
opportunities

- ▶ Through convenience and speed, increase program participation
- ▶ Enhanced customer engagement opportunities
- ▶ Meaningful relationships with customers – more sticky
- ▶ Gateway into service models - innovation



## An open invitation to think out of the box, to emerge out of the time aged comfort zone

- CCAs
- DERs
- Diminished revenue
- Microgrids
- Renewables
- Lower savings baselines
- New Load Serving Entities (LSEs)
- Customer choice organizations
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*Twenty to thirty years from now, will we be seeing more of this? Better Not!*