



# Retail Electricity Provider Perspective

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*Scott Burns*

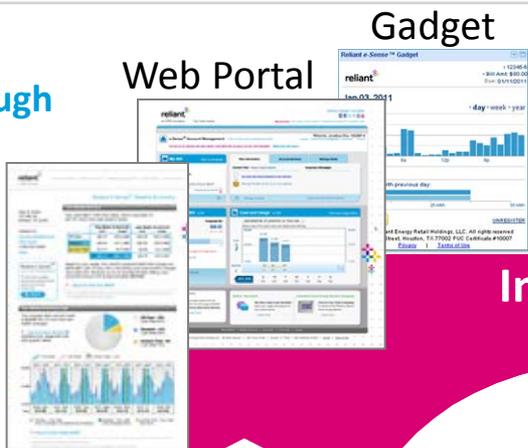
*Director of Product Innovation and Smart Energy*

# e-Sense<sup>®</sup> Product Progression – Today



Engage/Educate consumers through information and convenience

Weekly Email



Gadget

Energy Monitor

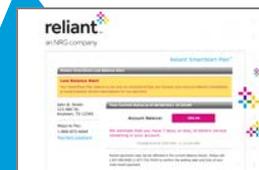


Mobile/Txt Alerts

Enable new product choices to empower consumers

Insight

Payment Plans  
(Post Pay/PrePay)



Pricing Plans  
(TOU, Lifestyle, Cash Back Nights & Weekends)



Choice

Partnership Offers



Convenience



Solar

EV and Fleet Vehicles

Provides platform for new services

Appliances



Automation



Thermostats/Controllers



# Demand Response Offerings

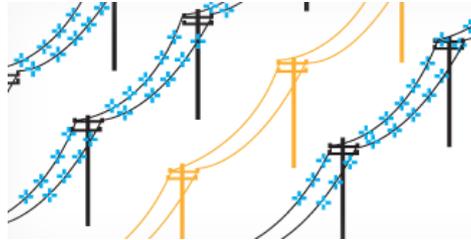


## Reliant e-Sense® Keep Your Cash Nights & Weekends

Current Electricity Charges Detail		
## Day Billing Period From ##/##/## To ##/##/##		
<b>Reliant e-Sense™ Nights and Weekends - 12 with 20% Wind</b>		
Base Charge		5.00
Energy Charge	1500 kWh @ \$0.139000/kWh	208.50
Cash Back Nights & Weekends	915 kWh @ -\$0.010000/kWh	(18.30)
Gross Receipts Tax Reimbursement		2.34
Sales Tax		1.90
<b>Total Current Electric Charges</b>		<b>194.44</b>
The average price you paid for electric service this month (per kWh) \$ 0.130		

- Time of Use Derivative
- One single price – All Day
- Keep You Cash discount for all kWhs used on Nights and Weekends
- 8:00pm – 8:00am Weekdays + All Weekend

## Reliant e-Sense® Degrees of Difference



- Voluntary Peak Time Rebate program
- Day ahead notification
- Earn account credit for usage reduced compared to benchmark
- Receive email after the event confirming account credit

## Thermostat Programs



- Offered as either sign-up incentive or subscription-based service
- Primarily positioned as a convenience/energy efficiency product
- Demand response capability



# Challenges

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- General lack of consumer appeal
  - What's in it for me?
  - “Build it and they will come” doesn't work
- Cost of equipment for active DR
  - Current economics don't support
  - Long paybacks in a dynamic market
- Technology challenges - even with Smart Meters, access to real-time data requires additional hardware