

CustomerIQ™ Web Portal



Learn how CustomerIQ™ can benefit your smart grid initiatives

Utility Benefits

- » Facilitates cost-effective personalized customer engagement via the web to reduce peak load and improve energy efficiency
- » Creates informed energy-aware customers who are actively engaged in managing energy usage
- » Increases participation and retention in demand response, dynamic pricing, and home-area-networking programs

Customer Benefits

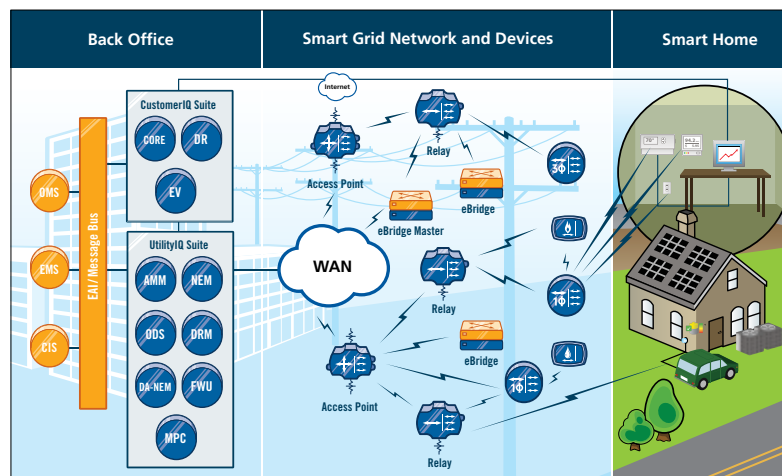
- » Details personal energy consumption patterns through interactive reports and analysis
- » Reveals how usage decisions affect the energy bill and locates opportunities for savings
- » Explains utility programs that can reduce usage and save money

Empower your energy customers to better manage their usage

The Silver Spring Smart Energy Platform combines network infrastructure, software, and professional services to enable a range of smart grid applications. Empowering consumers is critical to realizing the full potential of the smart grid, and the CustomerIQ web portal enables you to inform and empower your customers.

Today utility customers receive a monthly bill with little or no insight on how they consume energy. With the advent of the smart grid, utilities have a unique opportunity to improve their relationship with their customers by providing an interactive customer web portal that delivers near real-time insights, recommendations, and automation. This web portal can empower customers to intelligently leverage the smart grid to reduce energy usage, save money and mitigate their impact on the environment.

CustomerIQ makes it easy for utilities to deploy a web-based portal that provides near real-time feedback, educates customers on dynamic rates, increases customer satisfaction, supports utility Demand Response (DR) programs and enables Home Area Network (HAN) devices such as smart thermostats and load control switches. CustomerIQ enables utility customers to take action, improving their home or business energy efficiency, shifting usage to non-peak times, and integrating renewables and distributed energy resources. CustomerIQ provides deep and insightful visualization of consumers' energy use, forecasts future bills, budgets cost versus value and environmental impact, creates relative comparisons of like homes or premises, sends out important alerts, and even provides intelligent control to maximize a home's or premise's efficiency.



An advanced, IP-based network enables the smart grid—from the data center to the customer premise.

About Silver Spring Networks

Silver Spring Networks is a leading Smart Grid solution provider that enables utilities to achieve operational efficiencies, reduce carbon emissions and empower their consumers with new ways to monitor and manage their energy consumption. Silver Spring provides the hardware, software and services that allow utilities to deploy and run multiple advanced solutions, including Smart Metering, Demand Response, Distribution Automation and Distributed Generation, over a single, unified network. The Silver Spring Smart Energy Platform is based on open, Internet Protocol (IP) standards, allowing continuous, two-way communication between the utility and devices on the grid. Silver Spring has numerous deployments with leading utilities in the US and abroad, including Florida Power & Light, Pacific Gas & Electric, Pepco Holdings, Inc., Jemena Electricity Networks Limited and United Energy Distribution, among others. For additional information, please visit www.silverspringnetworks.com.

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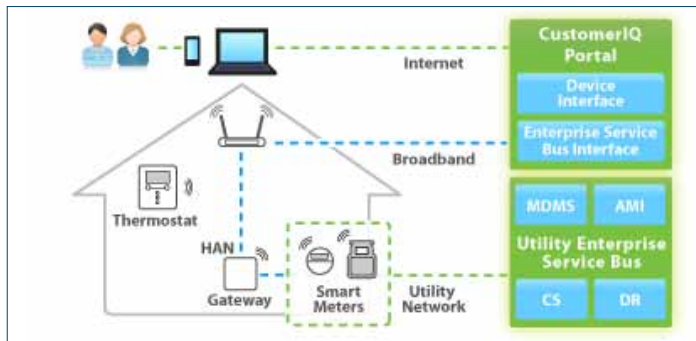
Demonstrate value of your smart grid

As part of Silver Spring's standards-based smart grid solution, CustomerIQ provides direct communication into the premise of every utility customer. The robust, interactive web portal can help reduce peak demand, drive energy efficiency, increase customer satisfaction and lower environmental impact.

The open architecture of the CustomerIQ web portal provides the utility a choice of integrating any AMI, DR, or HAN systems and their back-end interfaces – data types include, but are not limited to, electricity, natural gas, and water data from utility meters, distributed generation systems, and in-home devices and appliances.

CustomerIQ provides consumers an easy-to-understand overview of their utility usage, historical usage visualization, and detailed usage analysis. Customers will know how much they're using and what they can expect to pay at the end of the bill period. Interactive usage graphs allow customers to understand how their daily habits affect their utility usage.

CustomerIQ alerts consumers via the web portal, e-mail or SMS when they need to be aware of important events such as utility offers or promotions, demand response events, high or unusual usage, or changes in electricity prices.



CustomerIQ Architecture

Enable DR, HAN, and distributed generation

CustomerIQ provides a convenient place for households to manage DR and HAN devices. Customers can easily program their thermostat or other devices via the web portal and automatically respond to pricing events based on pre-programmed rules. CustomerIQ allows the consumer to model their appliance or device usage and cost separate from other loads.



Renewable System Monitoring

CustomerIQ also supports monitoring and performance tracking of distributed-generation resources such as solar and wind. As more advanced distributed energy resources including energy storage and hybrid storage/generation devices such as Electric Vehicles become available, CustomerIQ will extend to provide similar details for the charge/discharge cycles.

Easy to implement, rapidly deployed, and scalable

The CustomerIQ web portal can be easily tailored to match the utility's web brand and extended to meet the utility's future customer facing applications. CustomerIQ can be deployed as a standalone consumer portal customized to support specific rates and associated programs without impacting the utility's enterprise or web infrastructure in significant ways. Or for more integrated technology deployments, the CustomerIQ user interface components can be embedded into a utility's website to provide the rich customer experience within the context of the utility's existing corporate website. Benefits of this approach include consistent branding, single sign on, and end-user convenience.

CustomerIQ is the most cost effective way to connect millions of commercial and residential customers with utilities, enabling more effective program targeting, increased participation, and improved retention.