

ET Summit 2019

Presented by



Moving Technologies through the Framework

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E Source

Who is E Source?



E Source

Headquartered
in Boulder, Colorado



EST.
1986

The graphic features a dark blue background with a pattern of light blue lines forming a grid of diamond shapes. At the top, a grey horizontal bar contains the E Source logo. Below the bar, the text 'E Source' is centered. To the left, the text 'Headquartered in Boulder, Colorado' is displayed. In the center, a map of the United States shows a location pin in Colorado. To the right, the text 'EST. 1986' is shown with green horizontal lines above and below the year.

A History of Tech Transfer

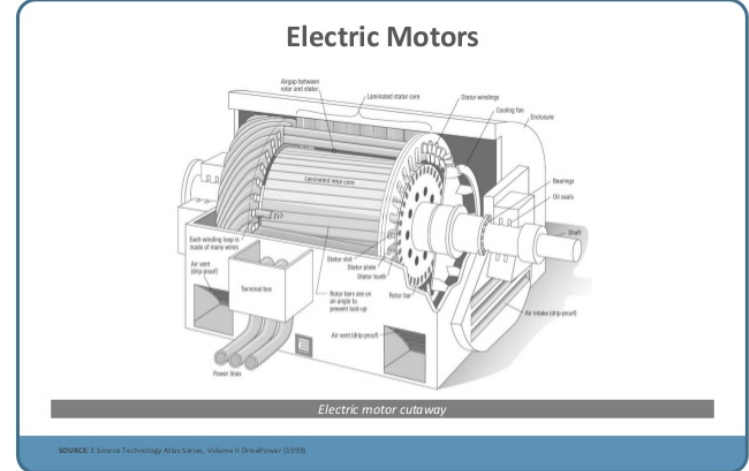


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9/22/2010

ECBC Training Workshop: Electrical Power

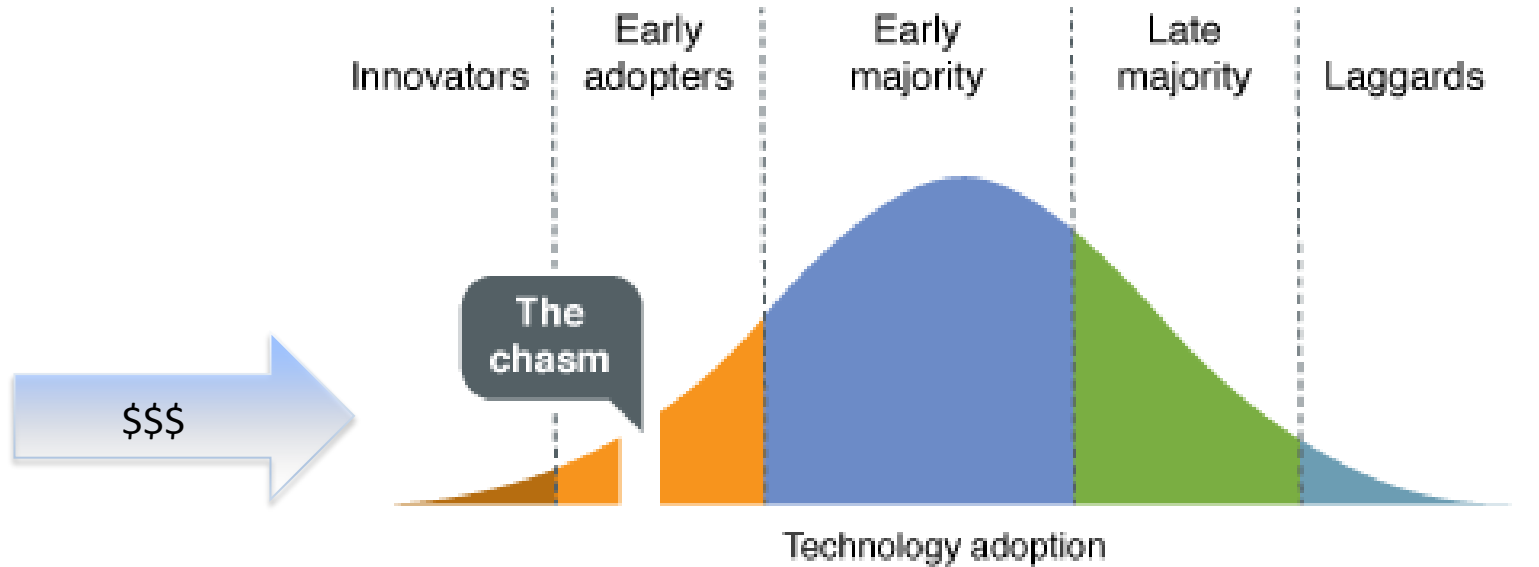
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Who's that short-haired guy?

Classic Market Adoption Model



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Understanding the Context

Customer market research and insights
.....
Market analysis
.....
Best practices and utility benchmarking
.....
Utility and regulatory considerations

Identifying Goals

Customer-related goals
.....
Operational goals
.....
Planning and resource management goals
.....
Financial goals
.....
Societal goals

Conducting the Analysis

Customer segmentation and propensity analysis
.....
Measure / portfolio benchmarking and best practices
.....
Time value analysis
.....
Measure level load shape analysis

Prioritizing Portfolio Changes

Target program use cases
.....
Rank current and new measures
.....
Measure selection
.....
Program/portfolio design

Implementing and Refining New Portfolio

Rates
.....
Regulatory
.....
Program implementation
.....
Target marketing
.....
Evaluation and customer experience improvement

Questions?

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