



## Demand Response

### Get more control over the grid with Demand Response solutions.

Demand Response is a win-win for energy service providers and their customers. It helps utilities reduce and manage peak load during high cost periods. For participating customers, it represents a way to conserve energy and lower energy bills. An effective Demand Response program can minimize the risk of potential disturbances, reduce the peak demand for electricity, and gain economic efficiencies for both energy service providers and consumers.

The Tendril Demand Response application, together with the Tendril Connect™ platform, addresses Demand Response needs and benefits for both utilities and their customers. The Tendril platform supports Demand Response when electricity prices vary to motivate reduced consumption. The application also works in conjunction with intelligent Home Area Network (HAN) devices, enabling customers to set customizable rules that help them decide when and how much energy to use.

### Get flexibility and control with support for variable pricing programs.

The Tendril platform provides a flexible and unified solution for pricing program options, enabling energy service providers to develop and market programs according to customers' needs. Likewise, consumers have the option to choose how they purchase and pay for energy. The platform has been developed to support and evolve with a variety of pricing programs, including fixed price and time-of-use (TOU). The platform also provides future support for critical peak price (CPP) and real-time price programs.

### Bring Demand Response into the home with the Tendril Energize™ web portal.

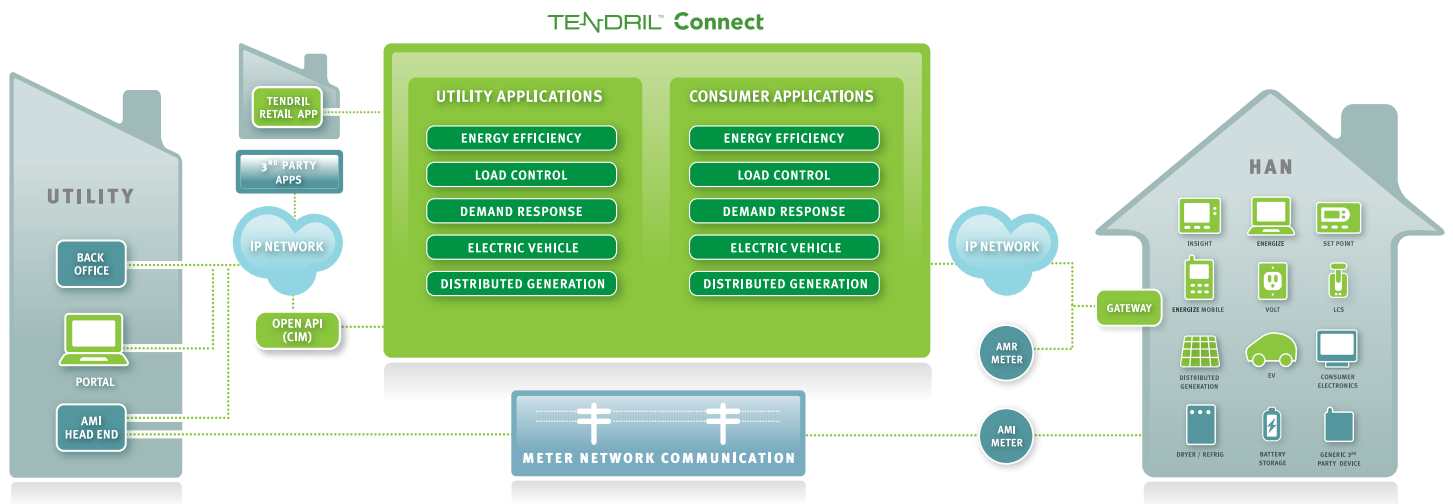
For variable pricing programs like TOU and CPP, consumers can define rules based on price using the Tendril Energize web portal, thereby creating their own load control events. As a way to reduce consumption and cost, consumers can also define rules that will adjust thermostats or temporarily turn off electric water heaters when electricity prices are higher. A complimentary rule can also be defined to restore prior device settings when electricity prices drop.

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 "TENDRIL CONNECT™

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 FOR PRICING PROGRAM  
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 CUSTOMERS' NEEDS."

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## Gaining consumer participation through awareness and rebates.

Many energy service providers are including rebates to motivate customers to participate in Demand Response. The Tendril Connect™ platform and in-home devices together provide the capabilities that enable utilities to communicate rebate balances to their customers. For instance, consumers can view their dynamic rebate balances on the Tendril web portal and the Tendril Insight in-home display. Meanwhile, Tendril's API driven data extracts can provide utilities with the information they need to determine the effects of consumer participation in Demand Response events and therefore award rebate credits.

## About Tendril.

Tendril provides the cloud platform for the energy industry, delivering end-to-end consumer engagement products, applications and services powered by Tendril Connect—an open, secure and scalable platform that takes the complexity out of the Energy Internet and creates a dialogue between energy service providers and their customers. Delivering consumer engagement software, in-home products and applications as well as easy to integrate utility solutions such as Demand Response and Energy Efficiency, Tendril offers unparalleled insight into energy decisions, making the Energy Marketplace a reality.

Tendril Connect™ is the proven energy management platform that enables unprecedented insight, choice, and control. This open standards-based, end-to-end technology enables energy service providers and their customers the ability to deploy and take advantage of tomorrow's Smart Energy solutions, today. Energy service providers and their consumers are empowered with data and analytics about energy consumption, helping to drive down costs, lower environmental impact and realize operational efficiencies.

### For more information

Contact Tendril today.  
Visit [www.tendrilinc.com](http://www.tendrilinc.com)  
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