



The Energy Marketplace is Now Open

Research/Background:

Tendril Energize™ is an energy application suite that opens a dialogue between energy providers, ecosystem partners, and consumers to manage energy use in real time.

Leveraging proven behavioral models, energy providers can persistently engage consumers with Demand Response (DR), Load Control (LC) and Energy Efficiency (EE) programs to balance loads and optimize generation costs. A one-to-one energy marketplace is open for ecosystem partners who can target energy-related products and services directly to consumers based on personalized information. Through their medium of choice – be it web, mobile, or paper reports – consumers can increase energy awareness and efficiency to better manage energy use, reduce costs and minimize waste.



Bringing the Energy Internet Together



Engaging Consumers to Achieve Energy Efficiency

Consumer engagement is critical to reduce energy loads and lower generation costs. Tendril Energize™ gives the consumer insight, choice and control of their energy use like never before. Energize encourages consumers to adapt, modify and compare behavior, based on personal goals and motivators. The intuitive online interface enables utility customers to control energy use and participate in utility programs on their terms. Consumers also benefit from access to personalized energy information, products and services. Energize reduces the amount of energy consumers waste, increasing savings while lowering environmental impact.

Establishing a Dialogue between Energy Providers and Consumers

Tendril Energize enables energy providers to have a meaningful real-time dialogue with customers, delivering customer participation to improve energy efficiency and shed load during critical peak periods. Energy providers can deliver messages and offer incentives to engage customers in specific programs to increase persistence, reliability and predictability of energy distribution. This will result in improved demand management and lower costs of generation.

Opening the Energy Marketplace for Ecosystem Partners

The Tendril Energize marketplace provides a utility-linked destination for third-party ecosystem partners to present consumers with targeted opportunities to purchase energy-related goods and services. Customer profile, energy usage and home audit data drives the Energize recommendation engine, which is capable of personalizing messages and offers based on consumers' personal preferences and savings goals.

Meeting Utility Objectives

Ways to Save This Winter

There are a few simple no-cost and low-cost actions you can take to significantly reduce your energy use in the winter.

- add Save \$200 a year** Program your thermostat.
- add Save \$10 this winter** Close your curtains in unused rooms.
- add Save \$80 this year** Weatherize your doors and windows.

[See all actions on your checklist](#) | [More recommendations](#)

Seasonal, no-cost and low-cost tips are provided with the predicted annual savings to make it easy for customers to realize their savings.

Meeting Utility Objectives

Today's utilities must meet reliability, cost, energy efficiency and environmental/renewable objectives driven by executive management, regulation and legislation. To respond to these demands utilities must involve consumers, in many cases for the first time. Tendril Energize provides a unique forum for utilities and their customers to work in partnership. Designed with extensive consumer research and interaction, Energize leverages proven techniques and diverse channels to engage consumers in programs that support smart grid and environmental objectives.

Active Learning with Social and Expert Support

Increasing energy awareness over the long term requires personalized goal setting, a proven tool of performance psychology for successful behavior change. Tendril Energize applies a strategy of goal-oriented performance tracking and positive reinforcement to engage customers in a program of active learning that promotes sustained participation. Users choose savings goals they wish to achieve. Energize motivates individual success through personalized recommendations, expert advice, community support and social recognition. Social communities validate recommendations, recognize individual achievements and provide a dynamic forum for competition and collaboration. Additionally, Energize enables users to compare alternative pricing plans presented by their utility alongside estimated dollar savings, to help customers select the program that best meets their goals.



The Dashboard gives consumers at-a-glance insight on how they are performing relative to their goal and provides checklist items on how to achieve it.



Consumers are given personalized recommendations based on their specific appliances, devices and energy usage patterns.

Ready to Deploy in a Multitude of Customer Configurations and Interfaces

Tendril Energize™ provides an engaging, active learning environment for a full range of customer types and technology configurations, including:

- Monthly usage data
- “Day-behind” interval meter data
- Real-time 15-minute (and shorter) interval data
- Home Area Network (HAN) enabled households

Utilities will be able to transition customers along this path, and provide them with the choices to actively encourage higher levels of engagement, culminating in a full HAN household. Users will be able to smoothly migrate between configurations while maintaining the same user profile, goals and community interactions.

Everything Old is New Again

The full functionality of earlier-generation Tendril Vantage and Tracker portals has been optimized for ease-of-use and greater personalization:

- Consumption charts (daily, monthly, yearly)
- Bill projection
- HAN-based device control for thermostats and outlet-controlled appliances
- Utility messages and demand response event management

Additionally, newly supported interfaces and reporting capabilities mean utilities meet the consumer wherever they choose. Personalized Home Energy Reports can be delivered electronically or included with the printed monthly bill. Mobile applications based on iOS (iPhone, iPad) and Android provide information, alerts and control capability.

Energize Configuration and Reporting

Tendril Energize can be configured to meet utilities’ business and marketing objectives. Energy provider logos and color palettes can be integrated into the Tendril design framework. Energize supports international systems of measurement (metric and imperial) and options are available to embed customized regional content or leverage existing utility knowledge repositories.

Energize can generate data files in XML format, for paper or email reports tailored to individual users, showing progress to goal, usage information and relevant recommendations. Built-in web analytics provide utilities insight into customer activity levels, generated traffic, visit duration and preferences, and other key engagement metrics.

REQUIREMENTS

The Tendril Connect™ platform

Energize Portal: Internet access desktop or a laptop computer running Internet/Explorer® or Firefox® web browsers. (Internet Explorer version 8 or higher or Firefox 3.6 or higher are recommended)

Energize Mobile: iOS (iPhone, iPad) or Android-based smartphone/tablet

STANDARDS

Supports ZigBee®-based device networks

Security

- HTTPS
- SAML

XML-output (paper/email reports)

REST API Interfaces for external application development