



# Making Energy Smarter for Consumers

June 2010

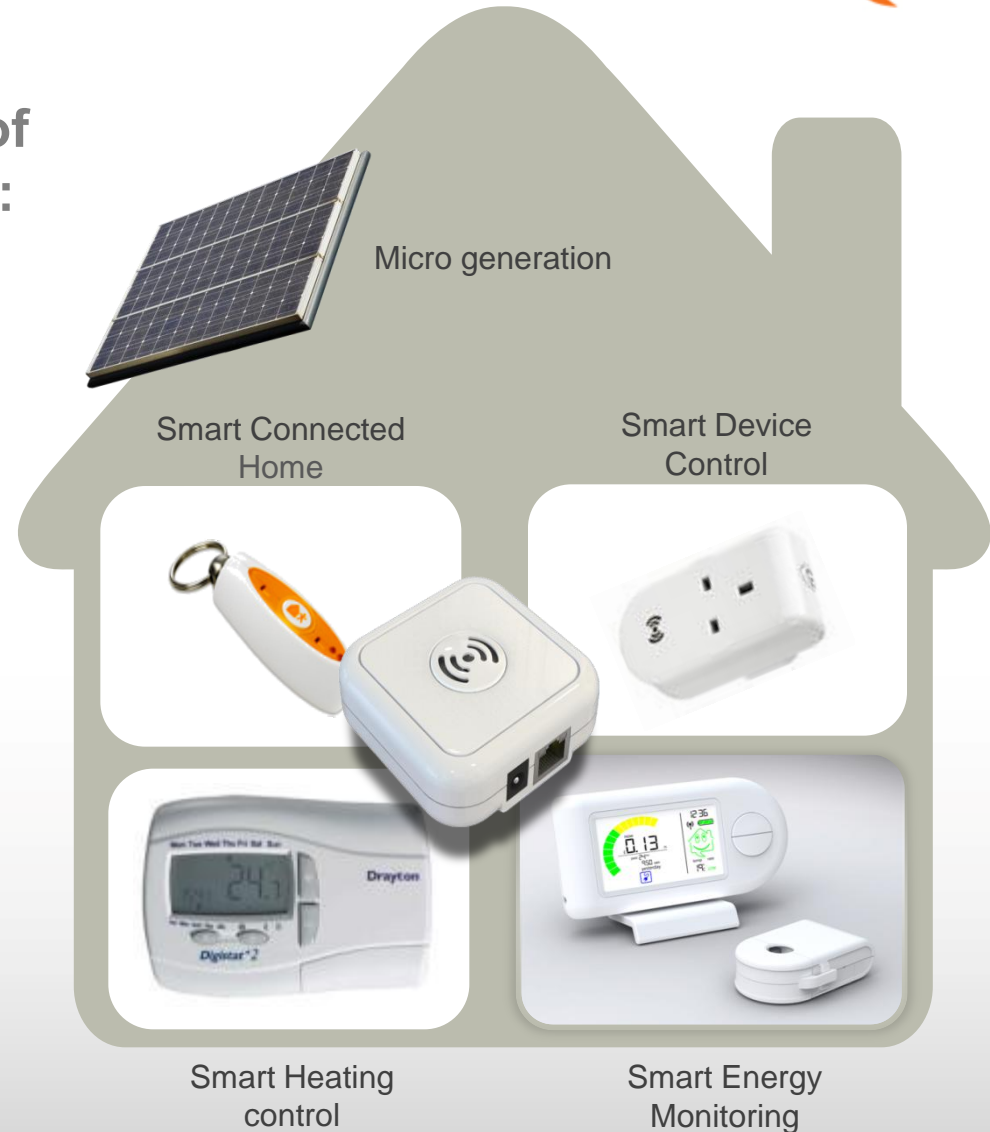
Smart Grids & Cleanpower Conference  
24/25 June 2010  
<http://bit.ly/cleanpower>

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AlertMe.com

- What is AlertMe
- Market dynamics and rapid change
- Home Energy Management - a new market
- Customer segmentation and research
- Exciting and engaging the consumer
- Focus on the consumer

Affordable, easy-to-install “out of the box” web based solution for:

- Smart Energy Monitoring
- Smart Heating Control
- Home Appliance Control
- Connected Home



# The market dynamics



**Rising Bills**

**'Big Bill Shock'**

**Environmental Concerns**



**Consumers**



**Government policies**

**Security of supply**

**CO2 reduction targets**

**Consumer choice & Value**

## KEY drivers



**Differentiation**

**Value add & Stickiness**

**Broaden customer relationship**



**Telecoms companies**



**Utilities**

**Commoditised business & ageing infrastructure**

**Customer loyalty & ARPU**

**Smart Meter expectations**

- Legacy

  - Energy commoditised

  - Issues of customer retention & ARPU v consumer choice & value

- New Dynamics

  - Political & Regulatory pressures (CERT/Renewables)

  - New entrants (telcos & retailers)

  - Smart meters (a challenging programme and still to be specified)

  - Complexity ahead!

- Consumer

  - Increased choice

  - Increasingly motivated

  - Better informed & better serviced

Competition to serve the consumer best



- Stage 1 : Getting the basics right
  - What is it?: Clear benefits and value messages for Consumers.
  - Make it affordable.
  - Keep it simple: to install, use and act on.
- Stage 2 : Raising awareness & getting traction
  - Work with trusted brands to distribute
  - Targeted propositions for early adopters.
- Stage 3 : Mass market
  - Hardware subsidy and service bundling.
  - Integration in other equipment e.g. Broadband hub or STB
  - Interoperability.

Environmentally  
Forward

Environmentally  
'Forward'

Only 30% satisfied  
with level of energy  
efficiency advice

**'Time Starved'  
Environmentally  
conscious**

70% would pay  
£2 a month to  
save £150 a year

Subscription

Free/  
E-commerce

Only 40%  
satisfied  
they are on  
best deal

40% would prefer  
to receive energy  
management  
from their utility

**Cost  
conscious**

63% worried  
they can't  
afford their bills

Cost  
Conscious



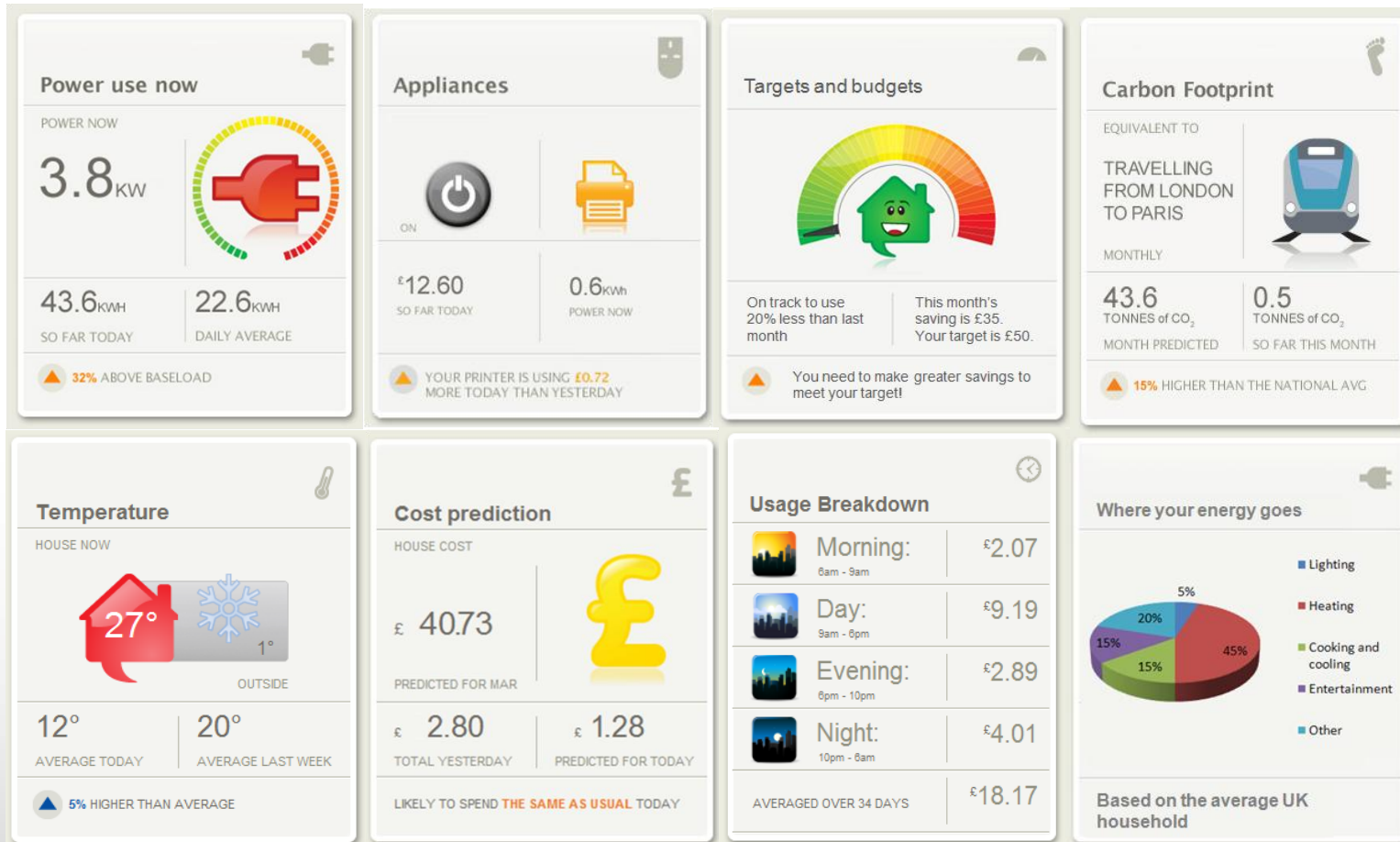
- Display – must be eye-catching and engaging
- Web Dashboard – Simple clear presentation
- Information should ‘keep me aware and help me learn’
- Want to see the information in ££s
- Make actions and results clear
- Want information in context – is this good or bad? how do I compare?
- Personalisation – information relevant to them
- Smart Phone Dashboard – a natural extension



# Keeping the customer engaged



## Making data simple and intuitive



# Keeping the customer engaged



## Communicating

- Integrate into customer's established routine:

- Web home page
- Smart phone web access
- email and SMS alerts

- Make it personalised and dynamic, not generic.

## Managing complexity

- Monitor for the customer so they don't have to.
- Communicate with simple actionable insights.
- Automate functions to optimise efficiency.
- One service to monitor and control them all.





- Give the Consumer the tools to save energy, save money and reduce CO<sub>2</sub>, with the visibility & control to make informed choices day by day.
- Keep the customer engaged so they continue benefit:
  - Do the hard work for the customer.
  - Alert them when they need to know with what they need to know.
  - Work energy management to integrate into the daily routine.
- A simple integrated view for all energy management needs:
  - Smart meter interoperability.
  - Micro-generation integration.
  - Automation as the home energy environment gets more complex.



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