

JUST WAIT UNTIL 2016...

A LOOK AT THE TRENDS THAT WILL TRANSFORM THE ENERGY INDUSTRY

Presented By:

The logo for Tendril, featuring the word "TENDRIL" in a stylized, green, sans-serif font. The letter "N" is uniquely designed with a vertical line extending upwards and a horizontal line extending to the right, resembling a drill bit or a signal waveform. A small "TM" trademark symbol is positioned to the upper right of the word.

09/01/15

Speakers:

Chris Black, COO & Chief Technology Officer, Tendril

Laney Brown, Director, Smart Grid Planning & Programs, Iberdrola USA

Mark Henderson, VP, Utility Sales & Client Management, Ecova

Moderator:

Steve Propper, Director, Grid Edge, GTM Research

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2016 TRENDS

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TRANSFORM THE ENERGY INDUSTRY

OCTOBER 29, 2015

PANELISTS:



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Speakers



Chris Black

COO & Chief
Technology Officer
Tendril

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Laney Brown

Director, Smart Grid
Planning & Programs
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Mark Henderson

VP, Utility Sales & Client
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Steve Proper

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Audience Console



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Q&A

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Just Wait Until 2016...A Look at the Trends that Will Transform the Energy Industry
October 29, 2015 at 2:00pm ET / 11:00am PT

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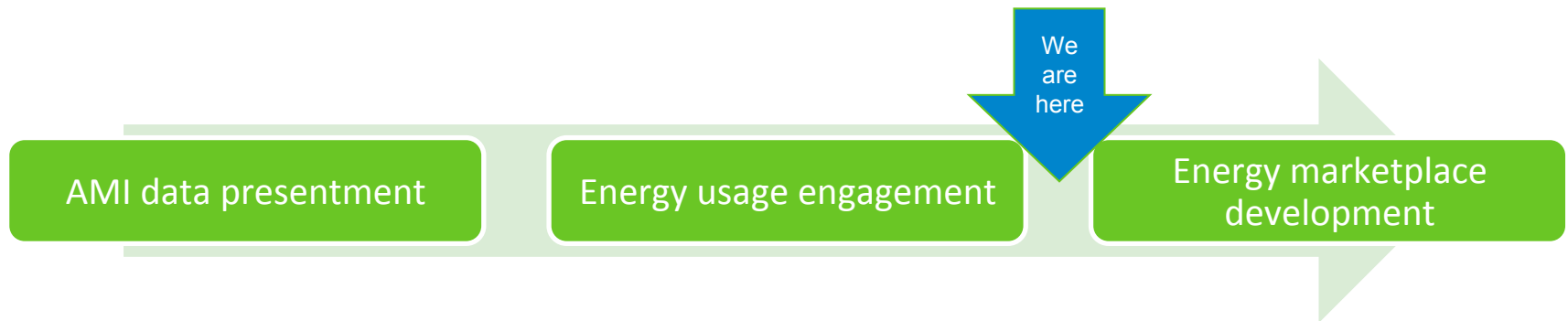
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The consumerization of energy is leading to a new wave of utility-customer engagement solutions

- Technology has advanced from simple information display to include more applications and detailed intelligence on the performance of energy users
- The proliferation of distributed energy resources (DERs) and increasing customer-grid interaction has stemmed a market need for more advanced analytics offerings





— 2016 TRENDS

Utilities ramp efforts to offer ancillary services & assume dynamic roles as conductors of a complex orchestra

- Providers continue to move beyond selling electrons by acting more like services companies [#energytrends](#) [#energymarketplace](#)
- Utilities fill the role of advisor & facilitator of all things energy. Proactive communications = new engagement opportunities [#energytrends](#)

Solar grows up as its role within the utility mix continues to evolve

A photograph showing a worker in a white shirt and safety harness installing solar panels on a roof. The background is a clear blue sky with a chimney visible on the roof.

- Utilities must continually examine integrating w/ DERs, especially solar + storage. Choice is now reality in consumer decision making
- There's no stopping solar. The question is not *if* utilities embrace and partner with new players. It's when [#energytrends](#)
- It's no longer about utility vs. solar. It's utility *and* solar via [@GTMResearch](#) [#energytrends](#)

Energy efficiency gets a data-driven refresh

- EE programs need to expand from initial gains. Data must drive new innovative approaches [#energytrends](#)
- Microtargeting and personalization increase BEE program uptake by at least 3x [#datadrivesresults](#)
- Delivering relevant, customized, actionable info through preferred channels ushers in the utility of the future [#energytrends](#)

Changing customers demand new approaches

- 37% of energy customers are ages 25-44. This generation wants flexibility and connection to their personal devices. [#energytrends](#)
- 36% of millennials would change providers and/or buy electricity from someone else if given the option. [#energytrends](#)

Energy is becoming local

- Community & utility engagement will increase DER penetration at a lower cost via @IberdrolaUSA
#communityenergycoordination #energytrends
- Community energy comes to forefront with DR, residential/shared solar & more – the right mix for a community's needs

— Q&A

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ENERGY MARKET

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