

Motivating Commercial Customer Investment in Energy Efficiency Through Better Information

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ComEd's EE portfolio represents a commitment to enhance **value for customers** through its implementation of a robust, innovative and flexible portfolio of demand-side solutions. These solutions will deliver immediate economic **benefits to customers, reduce our customers'** and ComEd's environmental impact and provide a platform for emergence of a smarter delivery network.

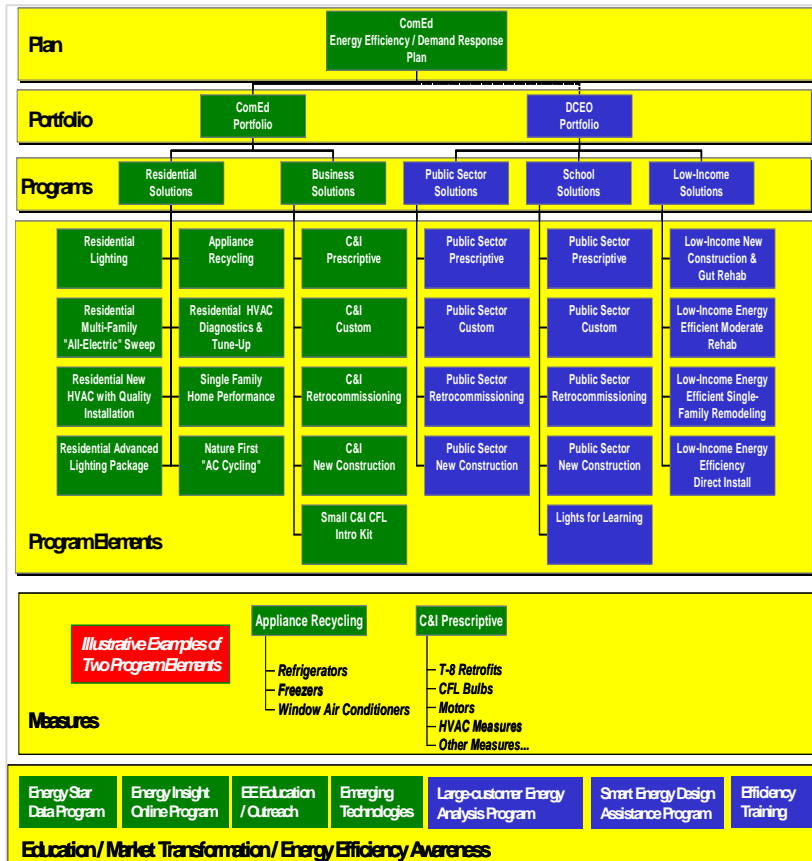
	2008*	2009*	2010*
% of Energy Delivered	0.2%	0.4%	0.6%
MWh Goal (EE)	188,729	393,691	584,077
MW Goal (DR)	11.7	11.1	10.0
Spending Screen (\$M)	\$39.4	\$81.6**	\$126.7**

2%

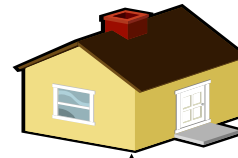


So What? Part 1: Trying to change how we look at this

How We (Used to) Think



How Customers Think



Residential Solutions



Business Solutions



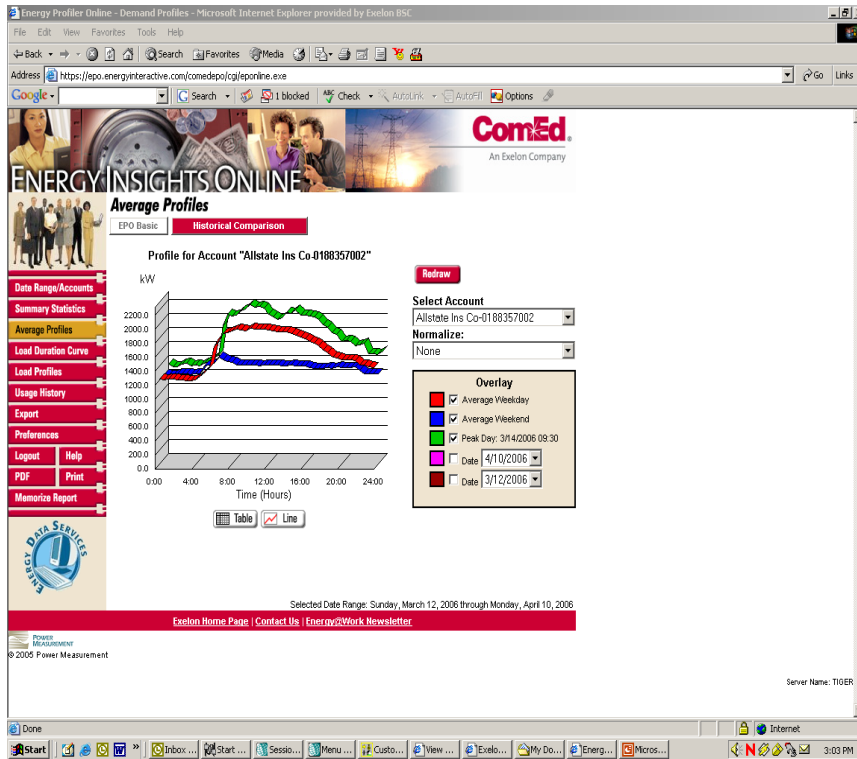
Institutional Solutions

So What? Part 2: Give the customers what they want



An Exelon Company

We had been charging for energy data services

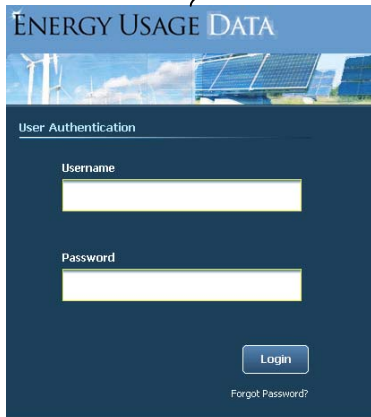


And decided to make the services free

The screenshot shows the 'ENERGY USAGE DATA' user authentication page. The page has a blue header with the text 'ENERGY USAGE DATA' and a background image of wind turbines and solar panels. Below the header, there is a 'User Authentication' section. It contains two input fields: 'Username' and 'Password'. Below the 'Password' field, there is a 'Login' button and a 'Forgot Password?' link. The page is clean and professional, with a clear focus on user authentication.



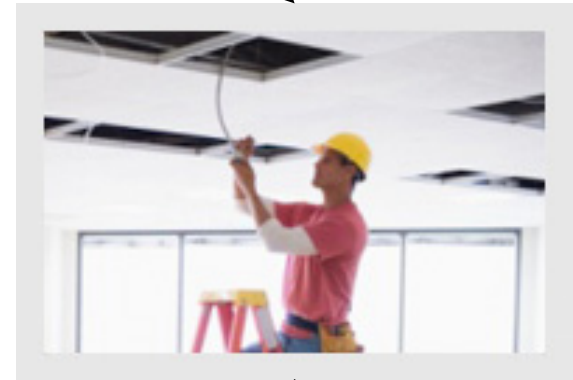
Benchmark



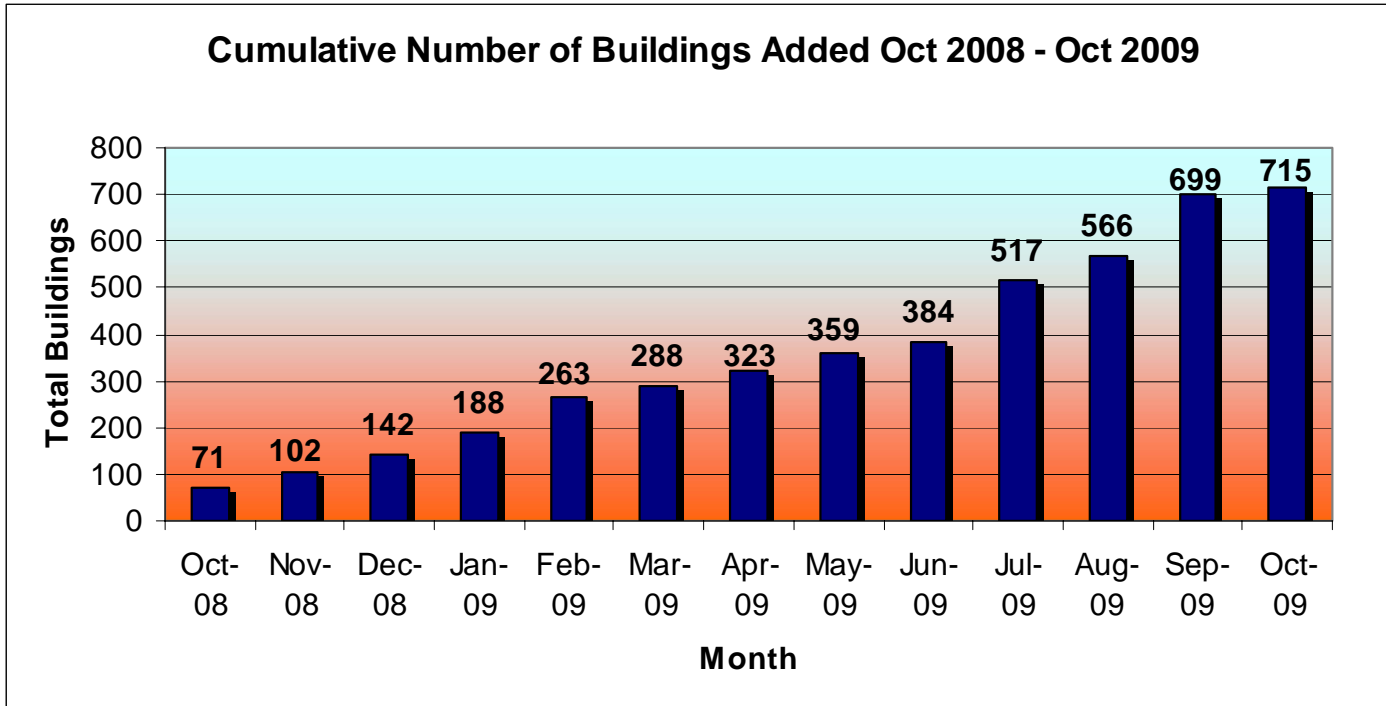
Re-Commission



Invest



Results: Benchmarking



253 Building Managers

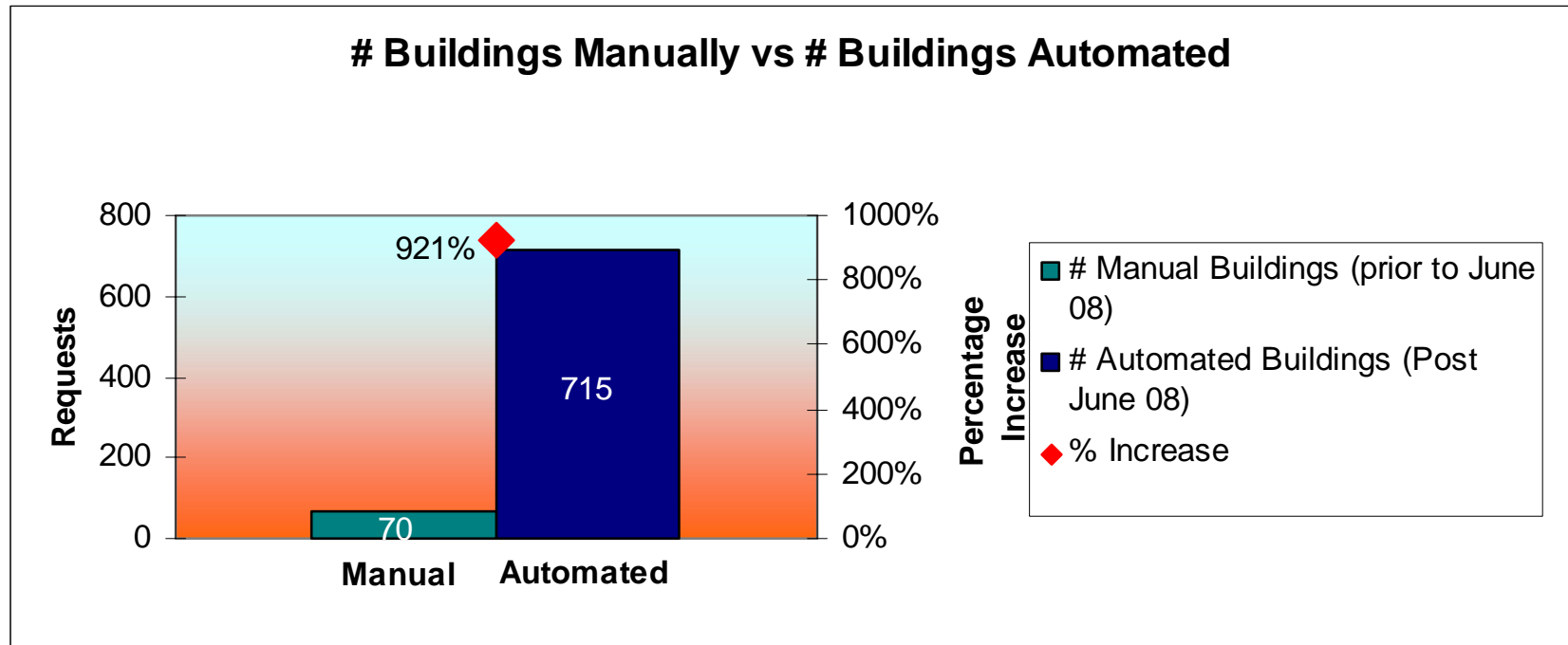
715 Buildings

2735 Data Requests

450 applications for incentives

Number of Energy Insights Online accounts increased by 540% since June 2008

Results:



Manual Buildings (<June 2008) vs Automated Buildings (>June 2008)

Over 8,800 months of data requests since June 2008

AMI will change all of this in significant ways

Customers will have access to interval data daily at a minimum and in real-time depending on metering and building systems

The BOMA project

We need to better understand how customers want to access and use the data
