

An aerial night view of a city, likely New York City, showing a dense grid of buildings and streets illuminated by city lights. A prominent green rectangular box is overlaid in the center, containing white text. The sky is a mix of dark blue and orange, suggesting dusk or dawn.

# CUSTOMER INTELLIGENCE AND ENERGY EFFICIENCY

# MARKET TRENDS BEHIND FIRSTFUEL



**DISTRIBUTED ENERGY**



**RISING CUSTOMER EXPECTATIONS**



**ENERGY POLICY & REGULATION**



**RETAIL COMPETITION**

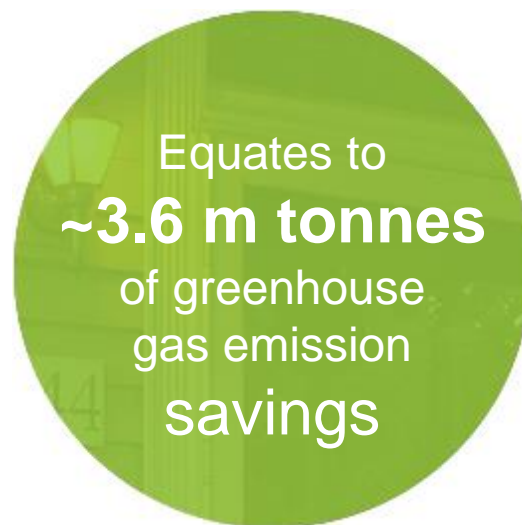
**UTILITIES AND COMMISSIONS TRACKING AND INVESTING IN CUSTOMER CARE**



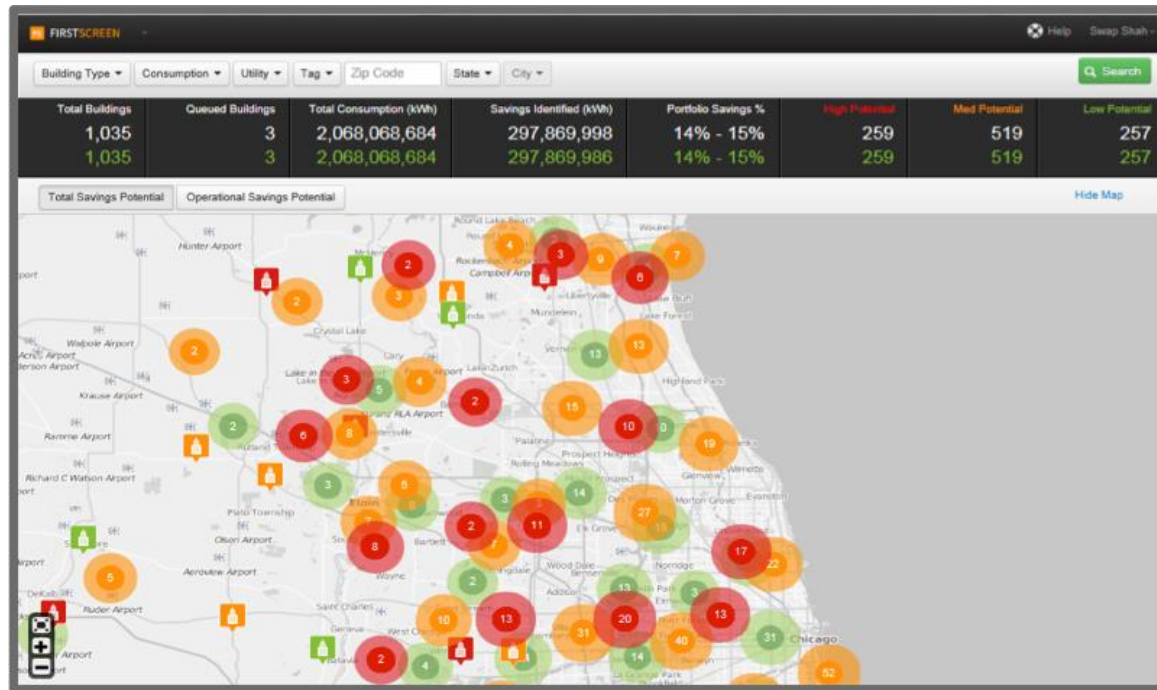
**1. CUSTOMER SAT / JD POWER**

**2. DSM TARGETS**

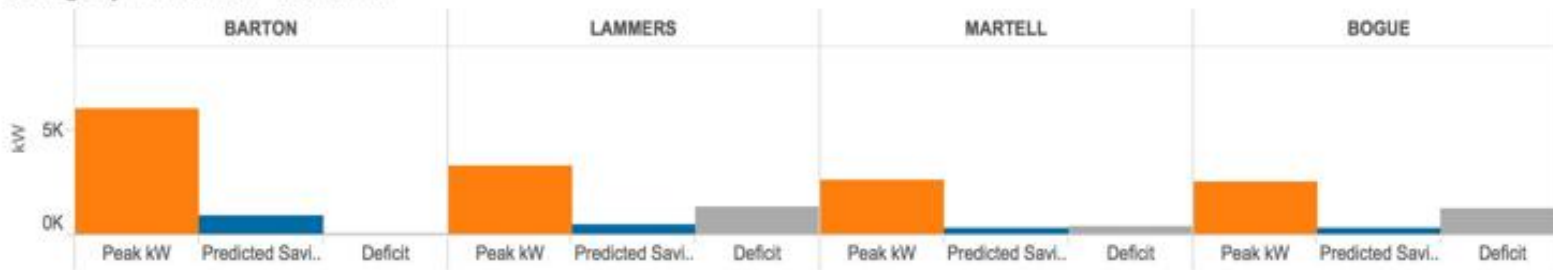
# ANALYTICS TO DRIVE ENERGY AND GHG SAVINGS



# TACTICAL DEPLOYMENT OF EE FOR RELIABILITY



Savings by Substation - Scenario 1



2.2 MW

# THE FIRSTFUEL TECHNOLOGY

2



## B. IMPORT DATA

Weather

GSF

Business Type



## C. ADVANCED ANALYTICS

End-use Disaggregation

Recommendations

Potential / Propensity

Savings Estimates

And More...



## UTILITY DATA

Meter Data

Address

Other



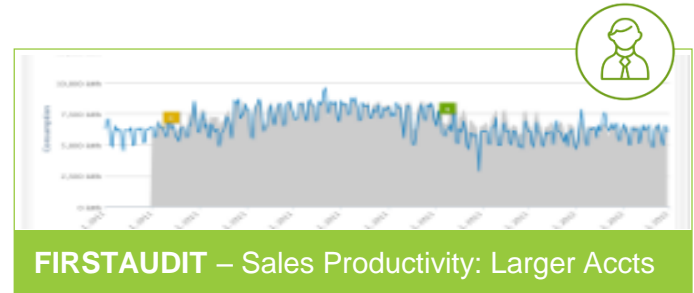
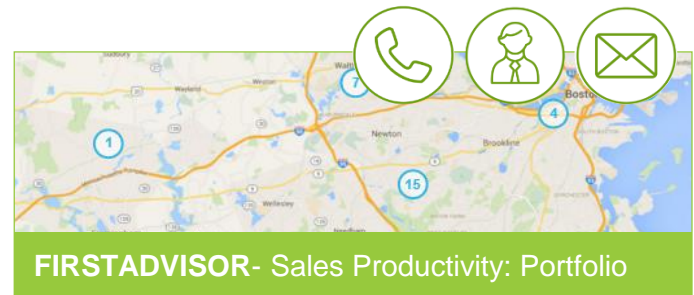
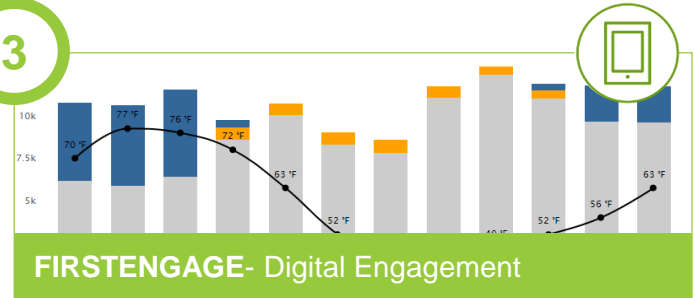
## A. DATA USABILITY

Meter-Building mapping

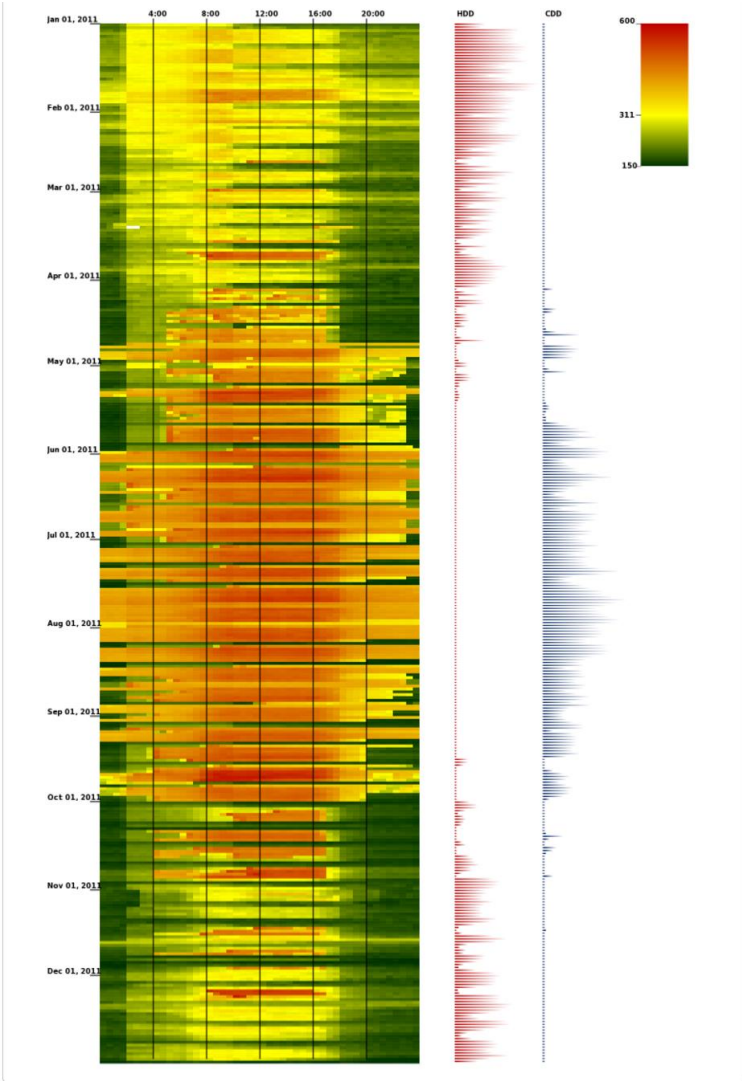
Data cleaning/validation

1

3



# DEMAND INTENSITY FROM METER DATA



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