



An Exelon Company

Smart Ideas for Your Business

Program Year 5 Changes

Steve Baab

Manager, Business Programs



- ✓ Background of the Smart Ideas for Your Business program (SIFYB)
- ✓ Evolution of the Program
- ✓ Growth Strategy
- ✓ IT infrastructure
- ✓ Changes to program elements

- ✓ For the first three years the Smart Ideas for Your Business portion of the portfolio (SIFYB) had the following program elements and performance...

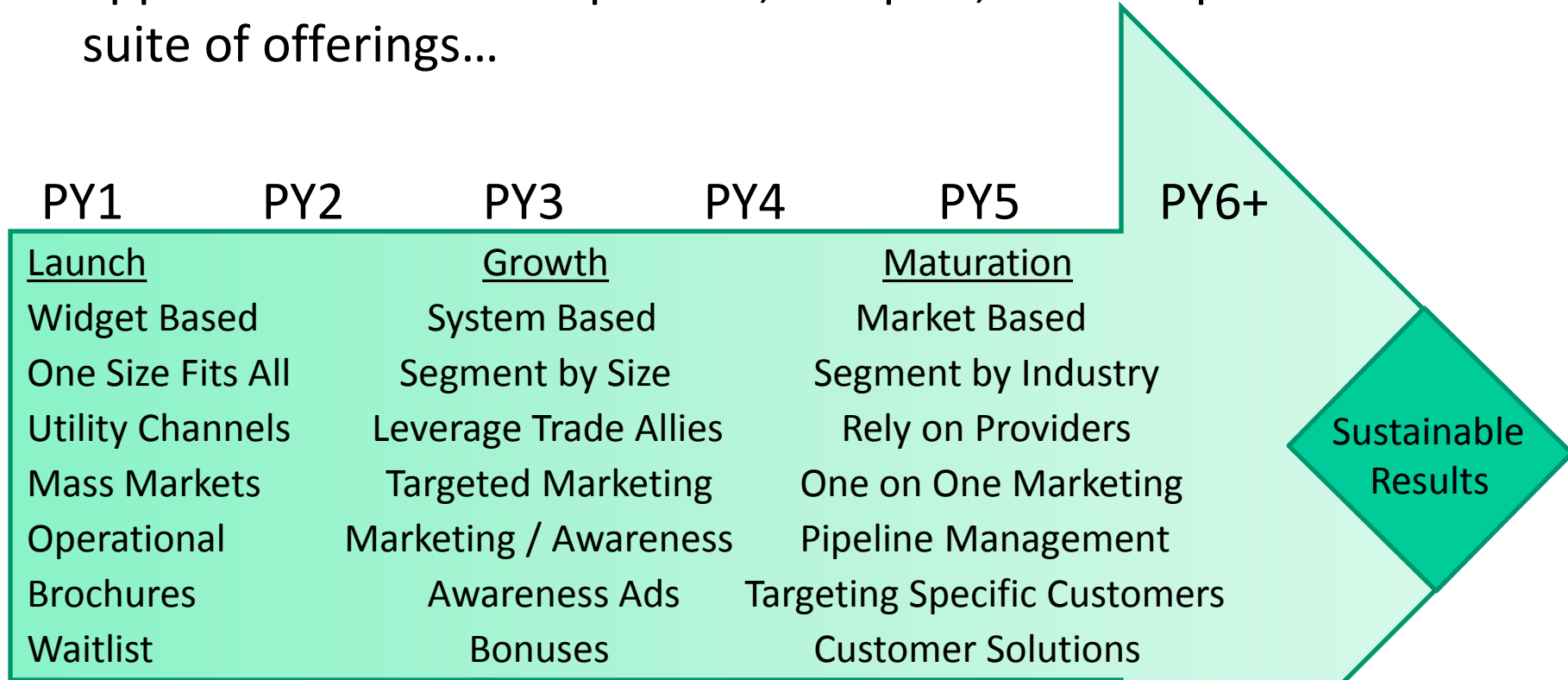
Year	Prescriptive / Custom Incentives				Retrocommissioning		New Construction		Small C&I CFL Kit	
	Projects	Gross kWh	Net kWh	Incentive	Gross kWh	Net kWh	Gross kWh	Net kWh	Gross kWh	Net kWh
PY1	479	98,982,269	85,693,000	\$7,670,239	1,500,000	1,090,000	0	0	16,816,000	2,815,000
PY2	1,930	240,839,491	209,151,000	\$15,569,364	7,982,019	6,574,000	1,615,000	803,000	0	3,008,000
PY3	4,407	313,941,160	233,427,564	\$23,107,780	22,071,853	17,657,482	9,202,539	5,521,523	0	0
Total	6,816	653,762,919	528,271,564	\$46,347,383	31,553,872	25,321,482	10,817,539	6,324,523	16,816,000	5,823,000

- ✓ The C&I portion of the portfolio fell short of plan goals in PY3
- ✓ PY4-PY6 goals have aggressive increases in plan kWh savings

Year	Total C&I			
	Gross kWh	Net kWh	Plan Goal	% of Goal
PY1	117,298,269	89,598,000	80,093,000	112%
PY2	250,436,510	219,536,000	168,037,000	131%
PY3	345,215,552	256,606,570	275,686,000	93%
PY4	527,137,798	348,515,000	348,515,000	
PY5	607,791,286	399,228,000	399,228,000	
PY6	623,438,536	408,451,000	408,451,000	

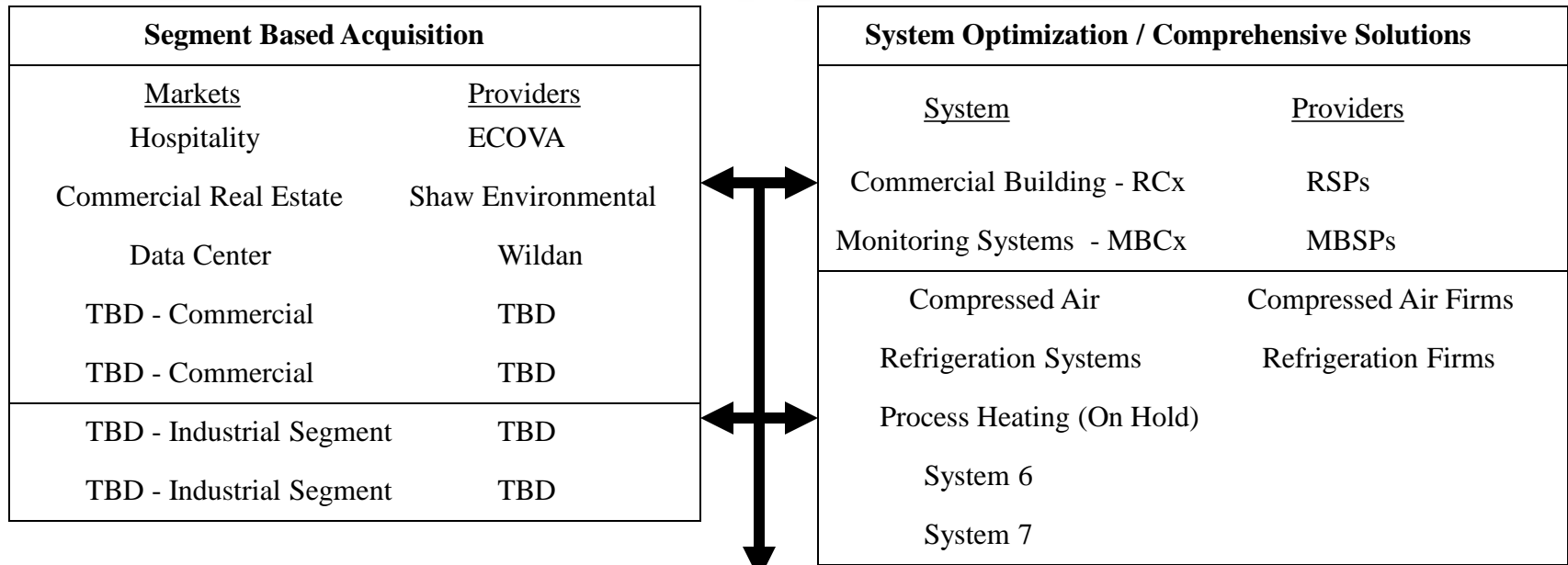
- ✓ In PY4, SIFYB introduced the following new program elements
 - ✓ Compressed Air
 - ✓ Request for Incentive (Energy Efficiency RFP)
 - ✓ Midstream Incentives
 - ✓ Small Business Energy Savings
- ✓ SIFYB has also been working to launch the following planned program elements in PY5
 - ✓ Commercial Real Estate
 - ✓ Data Center
- ✓ Midstream, Request for Incentive, and Small Business have 50% increases in planned savings targets

- ✓ The SIFYB program is moving from a simple, “one size fits all” approach to a more expansive, complex, and comprehensive suite of offerings...



- ✓ Changes to specific elements to follow...

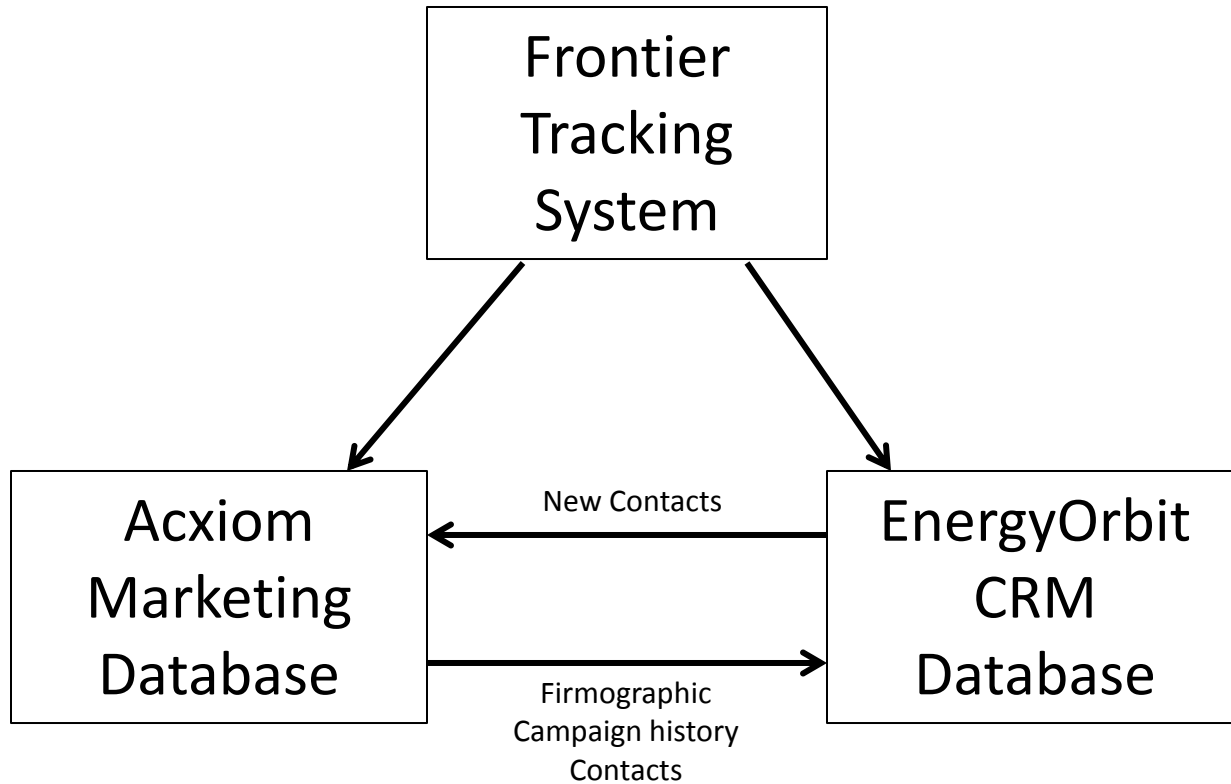
SIFYB New Organizational Structure for PY5



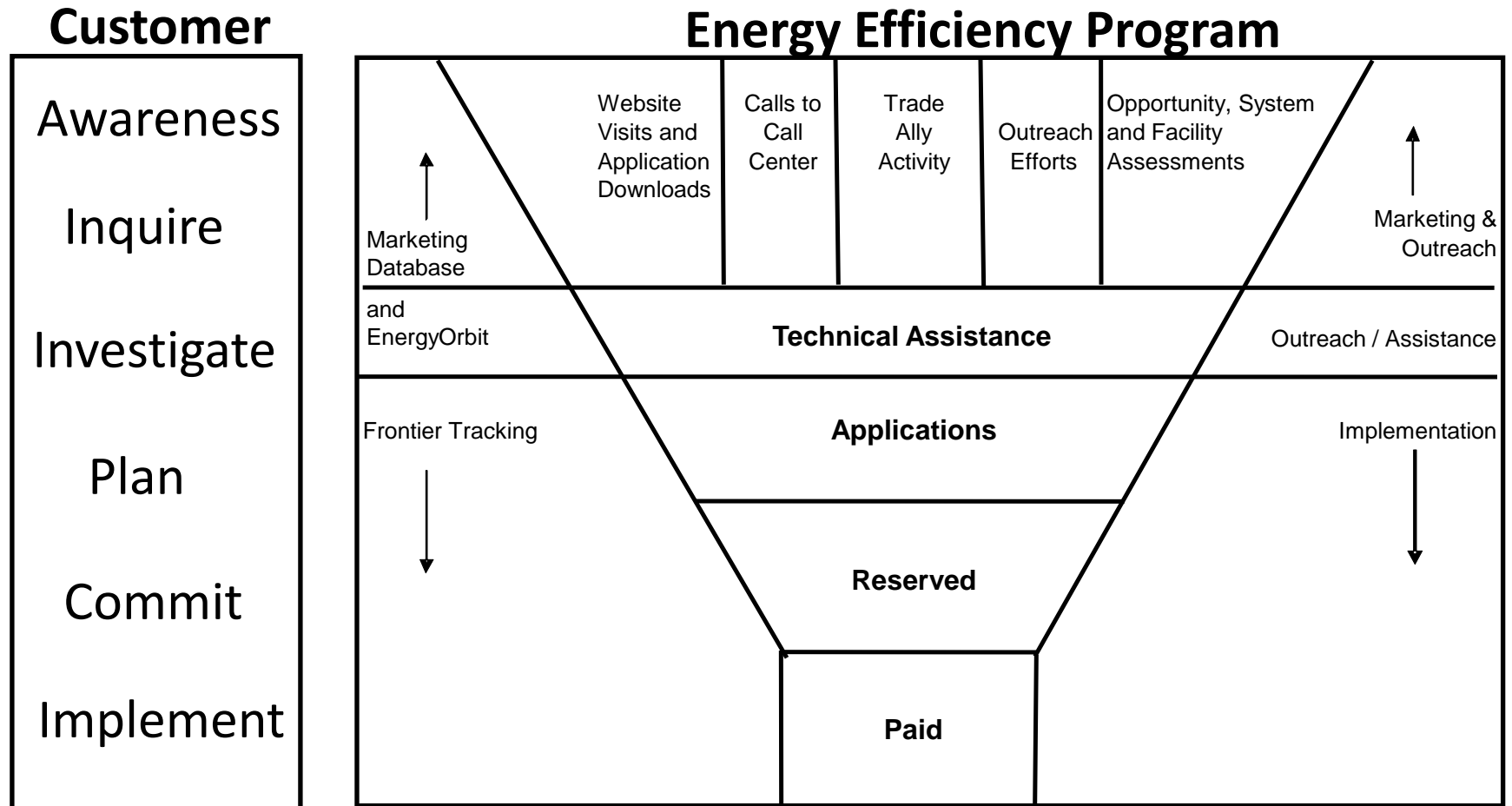
Core Program Elements			
<u>Program Element</u>	<u>Channels</u>	<u>Technical Effort</u>	<u>Incentive Fulfillment</u>
System Optimization	Comprehensive Solution Providers	System Providers	Nexant
SBES	Energy Advisors, Events, Direct Marketing	Franklin / Nexant	Franklin / Nexant
Mid Stream	Distributors	APT	APT
New Construction	Design / Architectural Community	ECW	ECW
Custom	Trade Allies, Segment Based Providers	ComEd Engineers	KEMA
RFI	Trade Allies, Segment Based Providers	ComEd Engineers	KEMA
Prescriptive / Standard	Trade Allies, Account Managers, SIOAs, Segment and Technology Providers	KEMA	KEMA



Three IT systems each with it's own purpose that share data...
(A year and a half in the making)



Evolution of Energy Efficiency Project Tracking (Prescriptive / Custom)



Frontier Tracking System

- ✓ Applications
- ✓ Stage of Project
- ✓ Timelines
- ✓ Progress to kWh goal
- ✓ Customer e-mail notification

Home Efficiency Programs Company Settings Reports Payment Letters Monday, Apr 02, 2012. Logged in as: Steve Baab | Sign Off

Project #: 08-28 Project Name: 28 - Cheshire Cat
 Stage: Payment Status: Paid
 Go Back to List Checkout to Edit

Mgmt Utility Application Lighting HVAC Refrig/Other Motor Custom Documents Review Summary Project Details

Application
 Pre-Approval Final application
1 Paid Project for this Account

Contact Info
 Company Name: Cheshire Cat
 Name as it appears on your Electric Utility Bill: The Cheshire Cat Limited
 Name of Contact Person: Sherri Comstock
 Title:
 Contact Phone #: 847-223-7711
 FAX #: 847-548-8230
 Email Address: ss5513@aol.com

Business Type
 Office
 School
 University
 Retail
 Restaurant
 Hotel/Motel
 Medical
 Grocery
 Warehouse
 Heavy Industry
 Light Industry
 Miscellaneous
 Local Government
 State Agency

Location Info
 Address Where Measures Installed: 34121 N Route 45, Unit 10
 City / State / Zip: Grayslake / IL / 60030
 Mailing Address: 34121 N Route 45, Unit 10
 City / State / Zip: Grayslake / IL / 60030

Quick Links
 Review Proj# [] Go
 Payment Proj# [] Go

Incentives
Adj (ProRated when capped)
 Lighting: \$1.50
 HVAC: \$0.00
 HVAC VSD: \$0.00
 Refrig.: \$0.00
 Ice Maker: \$0.00
 Motor: \$0.00
 Custom: \$0.00
Total: \$1.50

Requested
 Lighting: \$1.50
 HVAC: \$0.00
 HVAC VSD: \$0.00
 Refrig.: \$0.00
 Ice Maker: \$0.00
 Other.: \$0.00

Home Efficiency Programs Company Settings Reports Payment Letters Monday, Apr 02, 2012. Logged in as: Steve Baab | Sign Off

Program Year: 2011 View Report

100% Find | Next Select a format Export

Active by Status (Probability-Weighted)

Program Year	Status	Project count	Gross kW	Net kW	Gross kWh	Net kWh	Projected Incentive	\$/Gross kWh	\$/Net kWh
2011	Pre-App - Reviewing	313	2,156.2	1,575.7	31,076,624	21,148,800	\$2,355,531.73	\$0.076	\$0.076
2011	Pre-App - Approved	1705	28,428.8	20,843.1	157,640,346	113,600,040	\$11,609,006.76	\$0.074	\$0.074
2011	Final - Reviewing	144	3,089.0	2,259.8	25,084,334	17,811,414	\$2,049,242.13	\$0.082	\$0.082
2011	Final - Approved	74	763.3	564.9	4,363,809	3,229,218	\$305,625.02	\$0.070	\$0.070
2011	Final - Paid	2824	46,791.1	34,475.8	199,111,853	145,638,699	\$14,335,401.38	\$0.072	\$0.072
2011	Final - Payment Requested	39	365.5	270.5	2,037,664	1,507,871	\$146,926.34	\$0.072	\$0.072
2011	Total	5099	81,593.9	59,989.8	419,314,630	302,936,043	\$30,801,733.36	\$0.073	\$0.073

Quick Links
 Review Proj# [] Go
 Payment Proj# [] Go

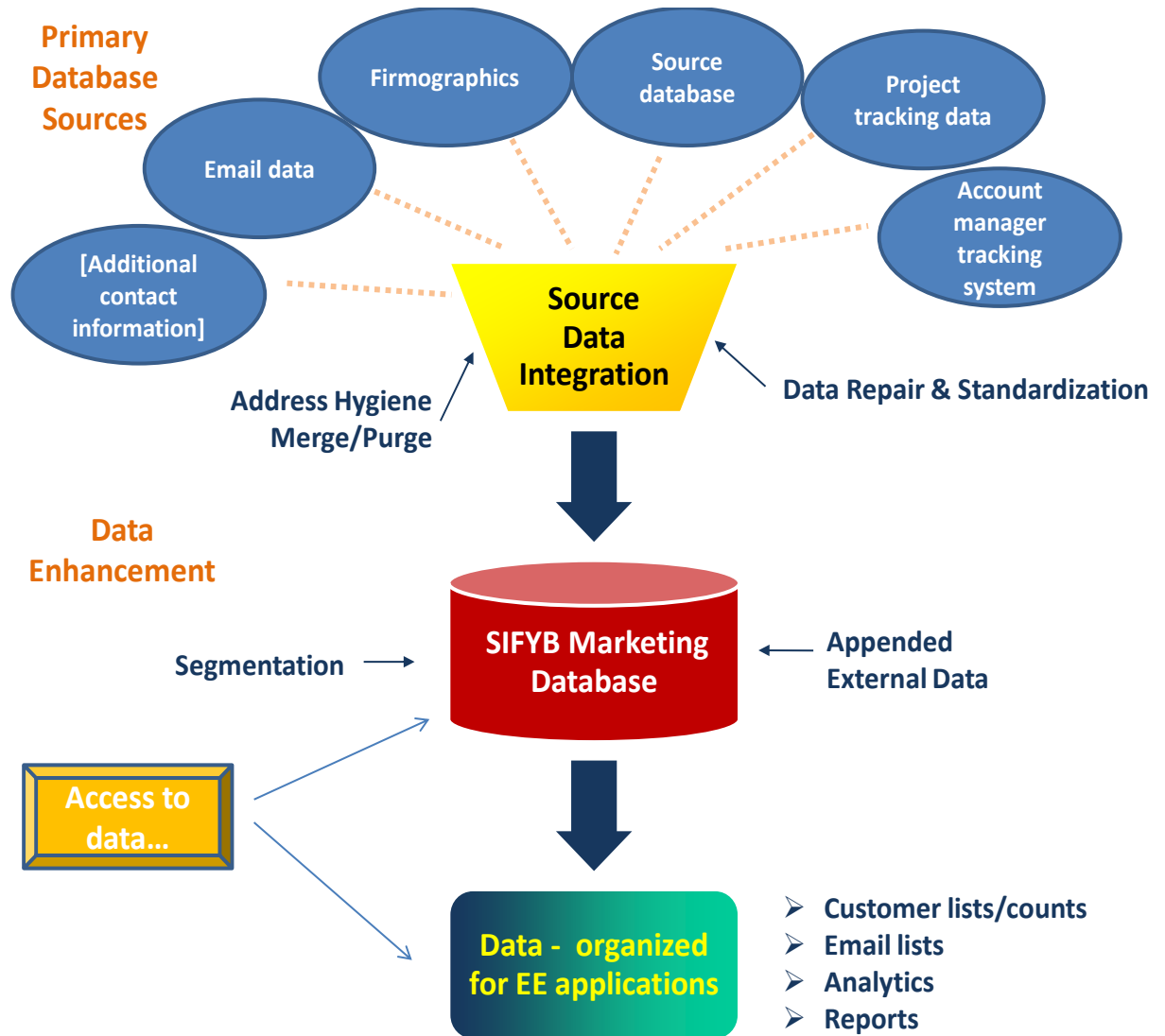
Functionality

Merge existing data

- Claritas
- iAvenue
- CIMS
- Frontier
- Questline
- Energy efficiency attributes

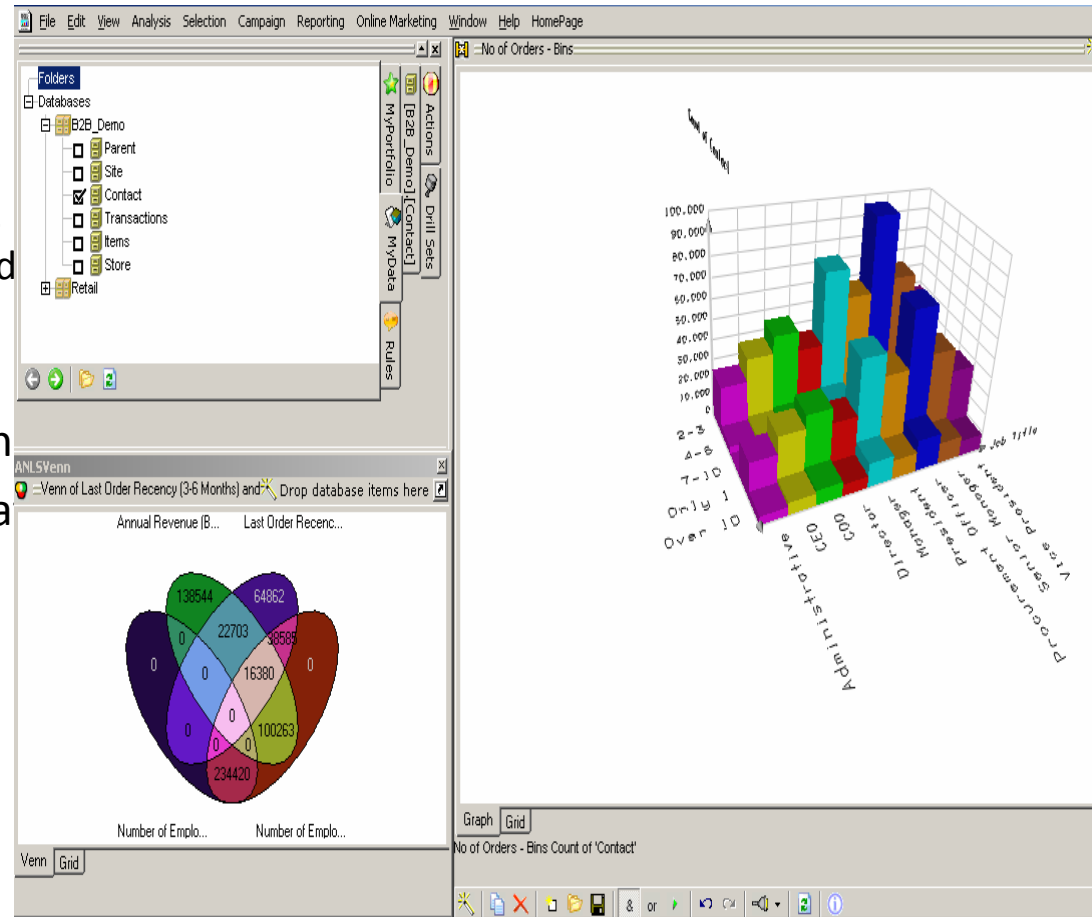
Cleanse data

- Merge/purge
- Verification
- Scheduled updates



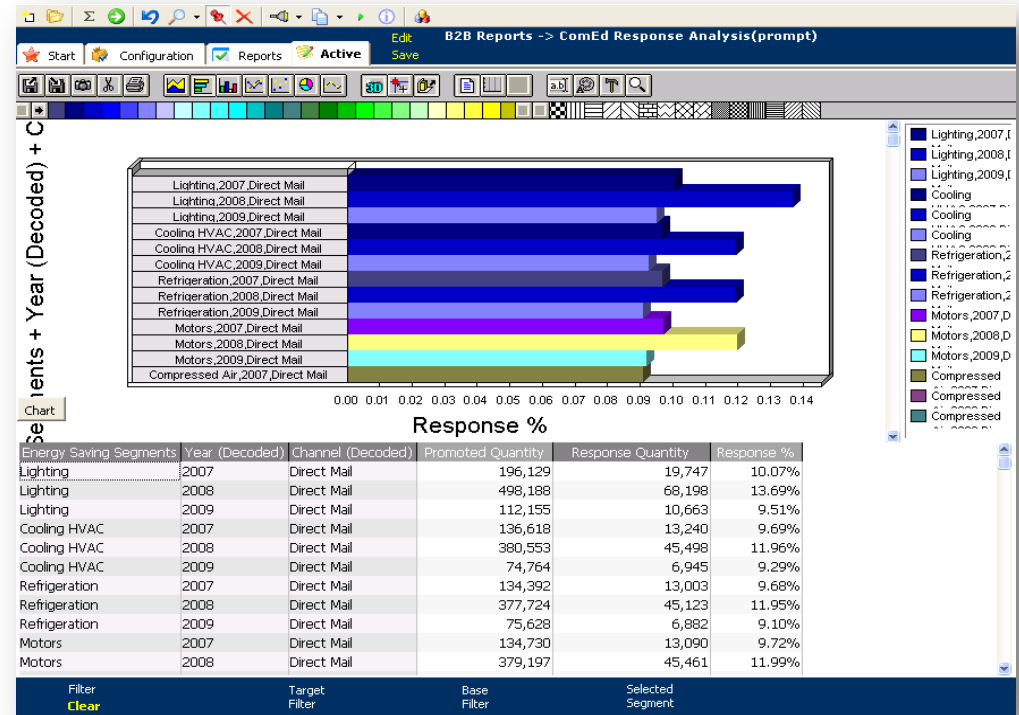
Market Analysis

- ✓ Directly interact with the data
 - Homepage shows latest trends, segmentation performance, and links to analytical tools
- ✓ Transform data into useful metrics and graphical illustration
- ✓ Conduct on-demand analysis that reduces timely and costly outsourced ad hoc requests
- ✓ Integrate analysis directly into campaign management



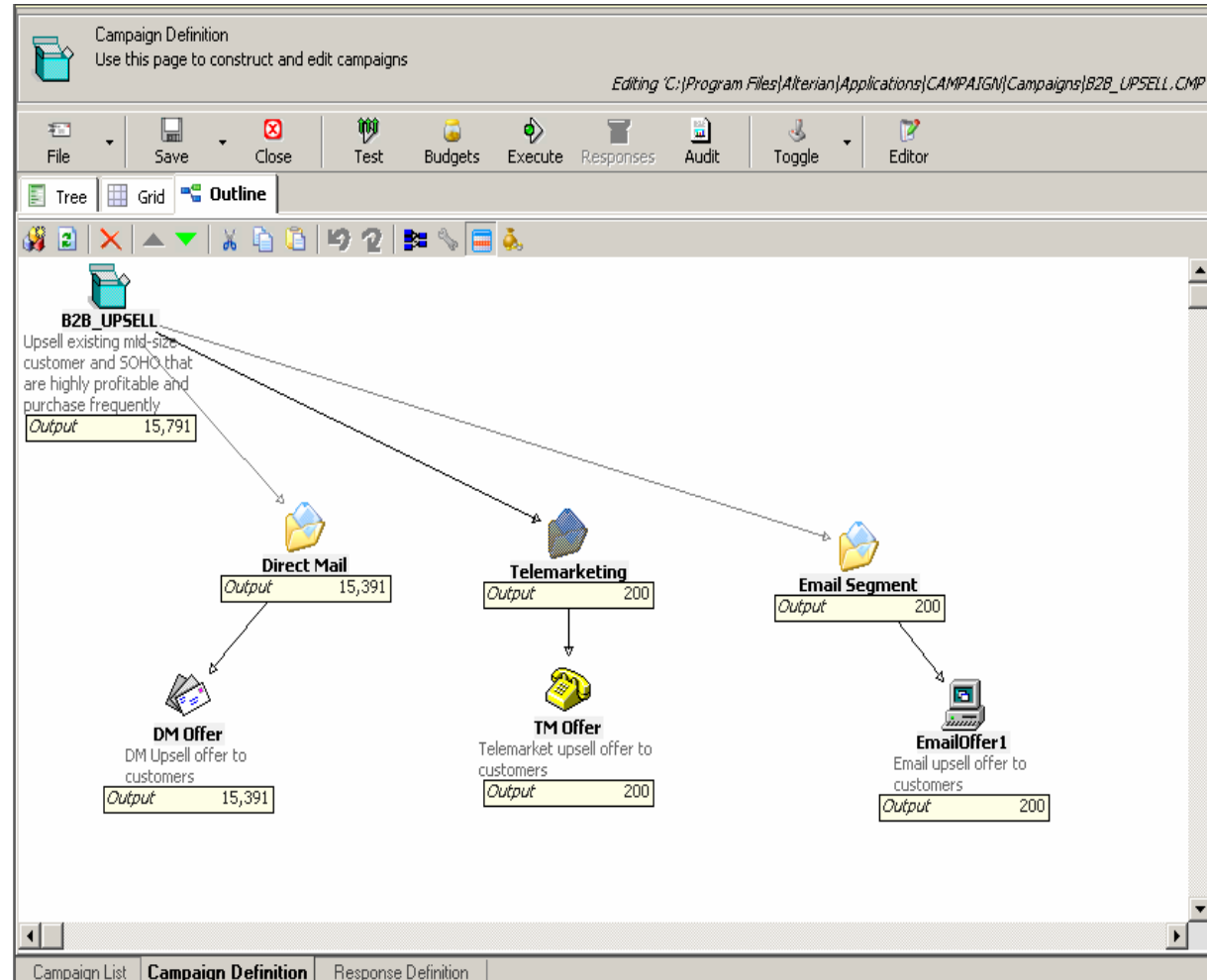
Campaign Management

- ✓ Compare the costs and response rates of select campaigns
- ✓ Create new or tweak existing campaigns
- ✓ GUI helps visualize campaign structure
- ✓ Design multi-level strategies and rules
- ✓ Easily measure effectiveness
- ✓ Automate marketing programs and response processing



Email Deployment

- ✓ Provides a centralized platform for capturing and reporting on campaign and activity data
- ✓ All promotion and response history generated during campaign fulfillment can be maintained at the account level
 - Include/exclude contacts from campaigns
 - Run analyses
 - Create segmentation
- ✓ Email capability is integrated into database platform and provides use of all data elements for campaign execution
- ✓ Deployment history, as well as campaign activities upon delivery and interaction by recipients, is logged.



- ✓ Built on the Salesforce.com platform
- ✓ Tracks future project opportunities
- ✓ Large / medium customers (over 100kW – top 24k)
- ✓ Shared platform with all of our implementation contractors

The screenshot displays the Energy Orbit CRM interface. At the top, there is a search bar and navigation tabs for Home, Reports, Accounts, Contacts, EE Opportunities, Program Management, Equipment Management, and Trainings/Events. The main content area shows the account details for 'COMED', including a 'Write something...' text box, a 'Share' button, and a 'Followers' section. Below this is an 'Account Detail' table with fields such as Account Name, Parent Account, Account Number, Main Account, Premise Number, Market Segment, Description, and Marketing Event. The dashboard section features two charts: 'Open SIOAs by Engineer' (a pie chart showing 2 records for an assigned engineer and 67 for other) and 'SIOAs by Status' (a horizontal bar chart showing counts for Onsite Sc., Onsite Re., and Prospect).

Field	Value	Field	Value
Account Name	COMED	Phone	(630) 576-7158
Parent Account		Fax	
Account Number	410153034	Direct Phone	
Main Account	<input type="checkbox"/>	Website	
Premise Number	41015300	LCS Manager	Steve Preston
Market Segment		Industry	
Description		NAICS Code	
Marketing Event		D&B Location Sales	

Assigned Engineer	Record Count
-	2
Other	67

Project Status	Record Count
Onsite Sc..	~5
Onsite Re..	~25
Prospect	~45

✓ Changes:

- ✓ Name changed to “Standard”
- ✓ Additional measures added
- ✓ Application split into application agreement and incentive worksheets
- ✓ Creating fill-able pdfs with an end goal of on-line submission
- ✓ Removing per premise caps

✓ Desired Outcome

- ✓ Less confusion
- ✓ Growth in kWh
- ✓ Less paperwork

- ✓ Encourage larger projects

✓ Changes:

- ✓ Name changed to Business Instant Lighting Discounts
- ✓ Additional LED and non-labor measures added
- ✓ Enhanced incentives for distributors
- ✓ Increased marketing focus of the program with distributors

✓ Desired Outcome

- ✓ Less confusion
- ✓ Growth in kWh
- ✓ Encourage distributor to promote EE products to their customer base
- ✓ Position Smart Ideas as a way to drive additional business

✓ Changes:

✓ Transitioning RFI to Custom

✓ Rate reduced to 7 cents / kWh

✓ Firm commitment option of 6 cents / kWh

✓ Removing per premise caps

✓ Desired Outcome

✓ Eliminate program shopping

✓ Balance risk / reward

✓ Set \$/kWh

✓ Continued engagement of larger projects

✓ Lower \$ / kWh

✓ Customers that need financial certainty satisfied

✓ Encourage larger projects

✓ Changes:

- ✓ Adding a monitoring based program offering (MBCx)
- ✓ Developing an incremental TAS scope addition to existing RCx and System based jobs

✓ Desired Outcome

- ✓ Provides customer options
- ✓ Longer term engagement with customers
- ✓ Able to identify additional operational savings across heating and cooling seasons
- ✓ Promote bundling of low-cost and capital measures

✓ Changes:

- ✓ Increasing customer payment to 7 cents per kWh
- ✓ Adding process cooling and industrial refrigeration
- ✓ Developing an incremental TAS scope addition to Industrial System based jobs

✓ Desired Outcome

- ✓ Aligns with custom rate and eliminates “incentive shopping”
- ✓ Increased penetration into large, industrial customers through skilled provider network.
- ✓ Increased kWh savings
- ✓ Promote bundling of low-cost and capital measures

✓ Changes:

- ✓ Phasing out the TAS offering as a “stand-alone” offer
- ✓ Developing a “study-based” offering within the data center track

✓ Desired Outcome

- ✓ Lower \$/kWh acquisition customer cost
- ✓ Scope of study tailored to needs of data center customers

Steve Baab

Manager, Business Programs

stephan.baab@comed.com

630-576-6832