



Silver Spring Networks Smart Grid Strategy

Company and Customer Solutions Overview

2011

Company Overview

About Us

Born to solve the utility challenges of connecting consumers to SmartGrid

A leading provider of smart grid solutions

#1 share in networking technology in U.S. and Australia

7M+ homes networked to date

Smart grid projects on 5 continents

Awards

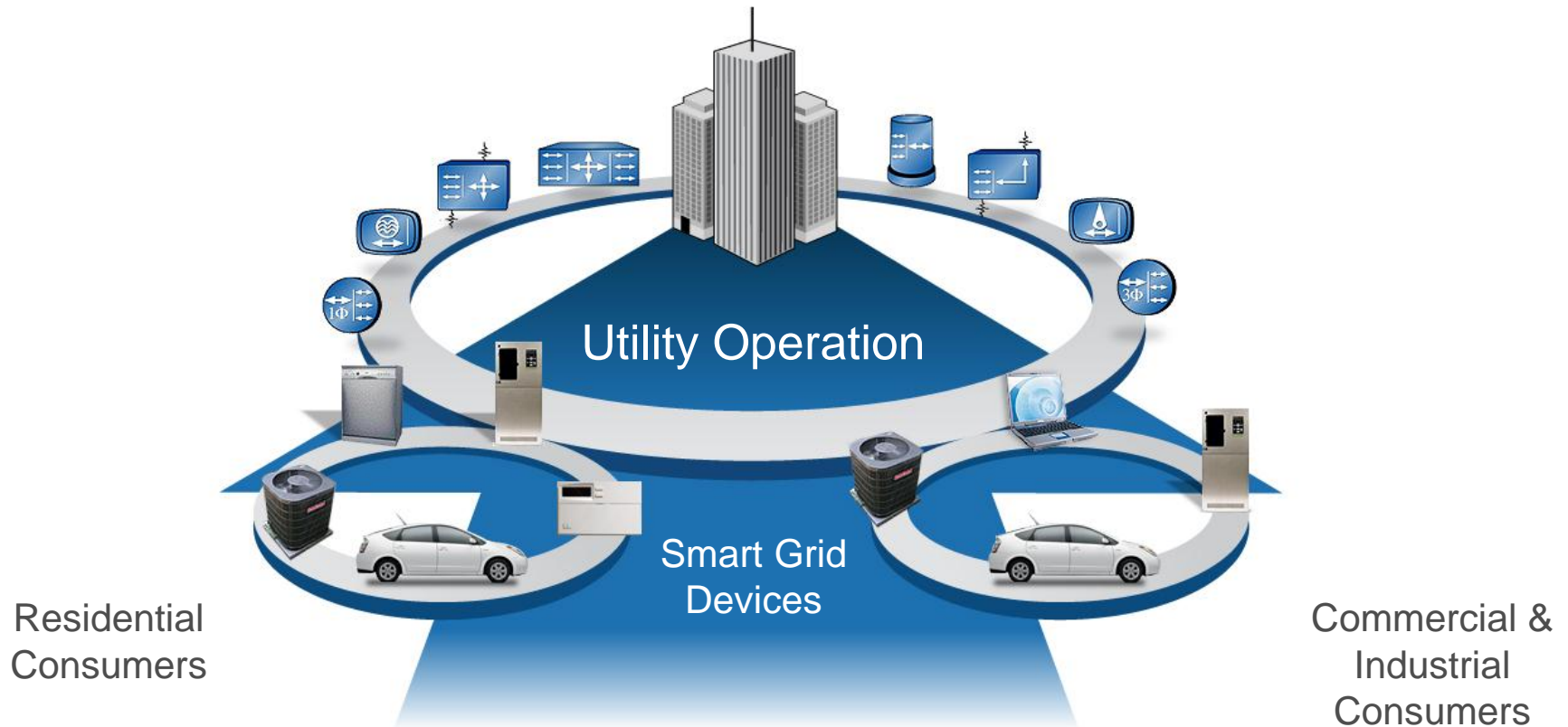


Growing Deployments Worldwide



The Platform is Fundamental to the Smart Grid

Connects Devices that Generate / Distribute / Consume / Monitor Energy/ Interact with Customers

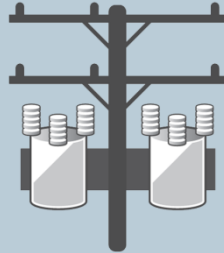


The most advanced standards-based platform in the industry

Silver Spring Smart Energy Platform



**Advanced
Metering**



**Distribution
Automation**



**Energy
Efficiency**

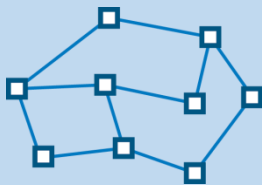


**Demand
Response**



**Electric
Vehicle**

Silver Spring Smart Energy Platform



Network



Software



Services

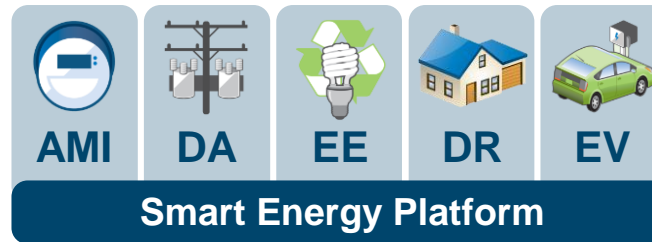
Single platform – multiple applications

The Platform Connects the Smart Grid Ecosystem

Software Solutions



Demand Response and Home Area Networks and Devices



Advanced Metering Partners



Distribution Automation



EV Partners



Unprecedented Disruptive Forces and Opportunities



Reliability



**Operational
Efficiency**



Security



**Environmental
Regulation**



**Customer
Involvement**



Renewables



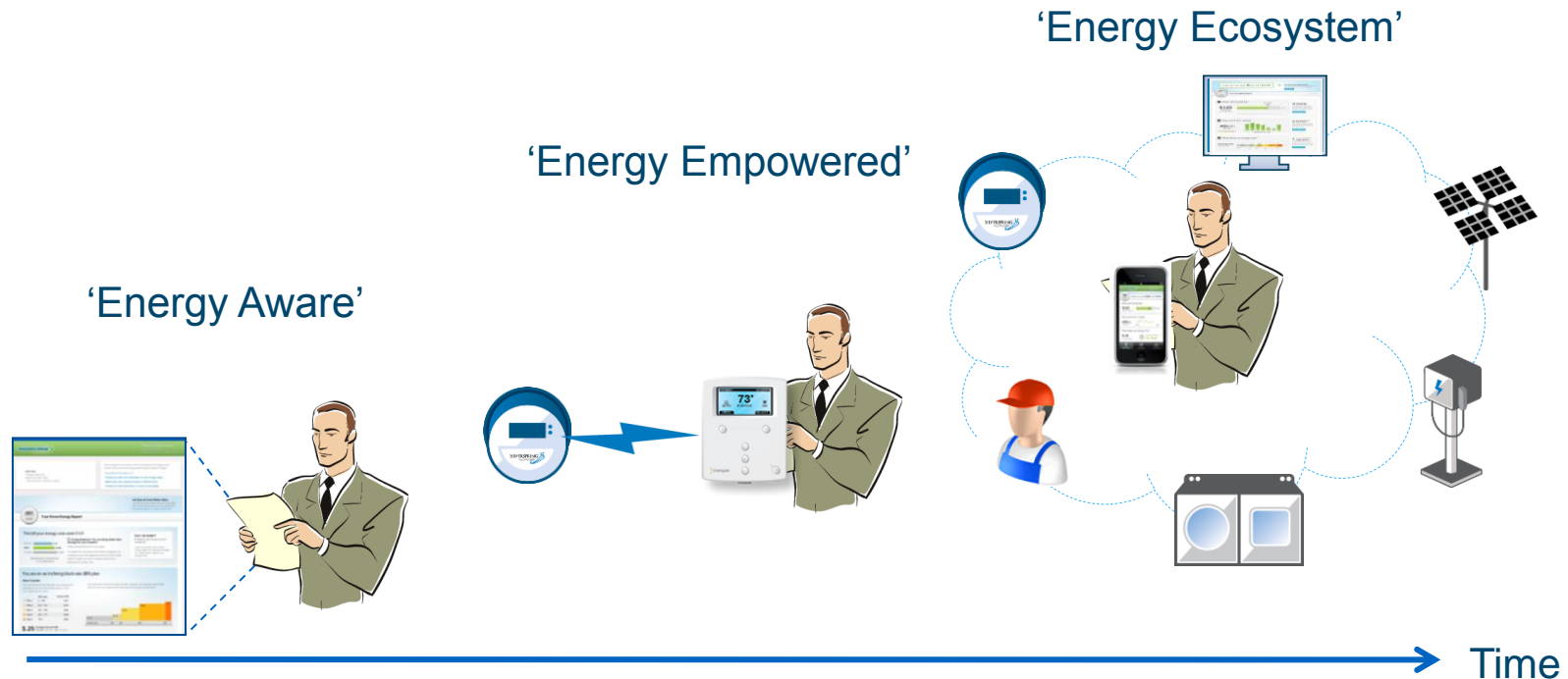
**New Sources
of Demand**



**Carbon
Monetization**

The smart grid mitigates challenges, enables opportunities

Customer Evolution



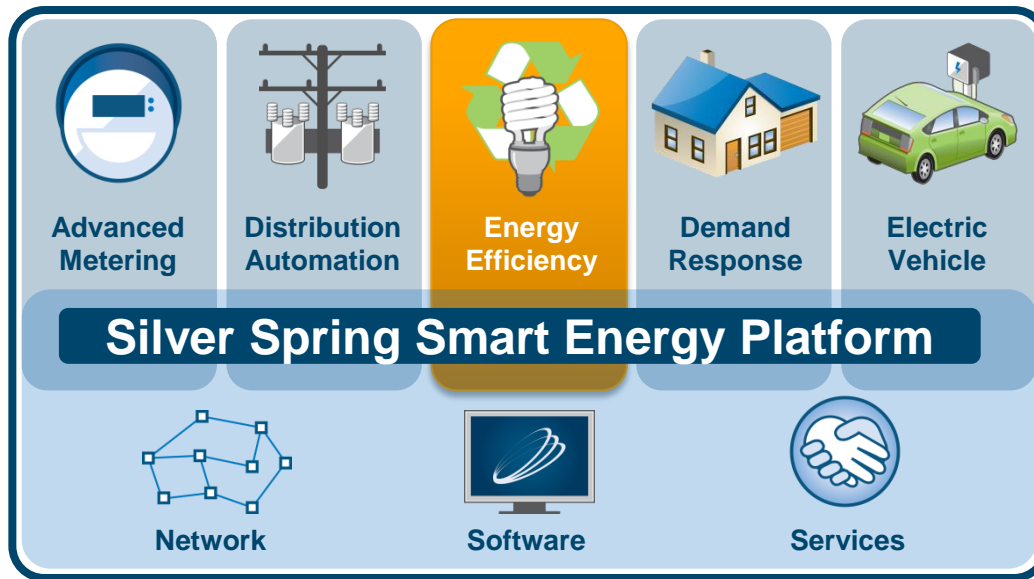
Customer Experience

- Growing awareness of energy usage
- Seeking information and programs to act on awareness
- Using devices to control HVAC and lower bills
- Continued satisfaction with Utility
- Connecting additional devices to the energy network
- Utilizing new products and services facilitated by Utility

Position the Utility as a “Trusted Energy Advisor”

Energy Efficiency and Customer Engagement

Customer Engagement with CIQ



- Robust software platform
- Multi-channel customer engagement
- Flexible back office integration
- Customized experience and delivery
- Administrative and support tools

Energy Awareness Creates a Foundation for Smart Grid

CustomerIQ Value Proposition

Best-of-breed customer engagement platform



- » **Proven** solution
- » **Unified experience** across AMI, EE, & DR
- » **Multi-channel** consumer engagement
- » **Personalized** energy information
- » **Powerful analytics** – 500+ data points for each user
- » **Strong security** implementation

CustomerIQ Back-office Features:

- » **Scalable** to millions of users
- » **Pre-integrated** with UIQ DRM & AMM
- » **Standardized** enterprise interfaces
- » **CSR interface** for customer support

Behavioral Science Drives CustomerIQ Platform

Design

Content

Visuals: Images can be interpreted 60k times faster than text

Layout: People can only process 3-5 ideas at once

Colors: Earth tones receive better feedback from customers



Forecast: Projections help people budget future actions

Comparison: Drive behavior with normative comparisons

Personal: Display is tailored to each users personal situation

Silver Spring's products are rooted in behavioral science

CIQ Multi-Channel “Beyond the Meter” Strategy



Web

- Full functionality Web Portal
- Available to customers with Internet access
- Email notifications and support

Mobile

- Full featured mobile browsing
- Supports smartphones, iPads etc.
- Text notifications and support

Print & Email

- Printed Reports
- Energy highlights & program marketing
- Available to customers without Internet access

HAN

- Consistent pricing between portal and device
- Text messaging to HAN Devices for price and other alerts

Customer Service

- Manage high bill complaints
- Provide energy saving tips
- See what the customer sees

Engaging Customer Based on Their Preferences

Thank You

