



Retroficiency

Enabling building efficiency and sustainability

The Role of Energy Analytics in Driving Commercial Energy Efficiency

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Energy data (especially interval) provides unmatched insight into efficiency potential

Potential to Understand Individual Customers



Retail

Moderate: Many purchases unknown



Insurance

Low: Reliant on crude indicators for performance



Healthcare

Low: Difficulty in tracking information over time



Telecom

Moderate-High: Detailed usage view for multi-service users



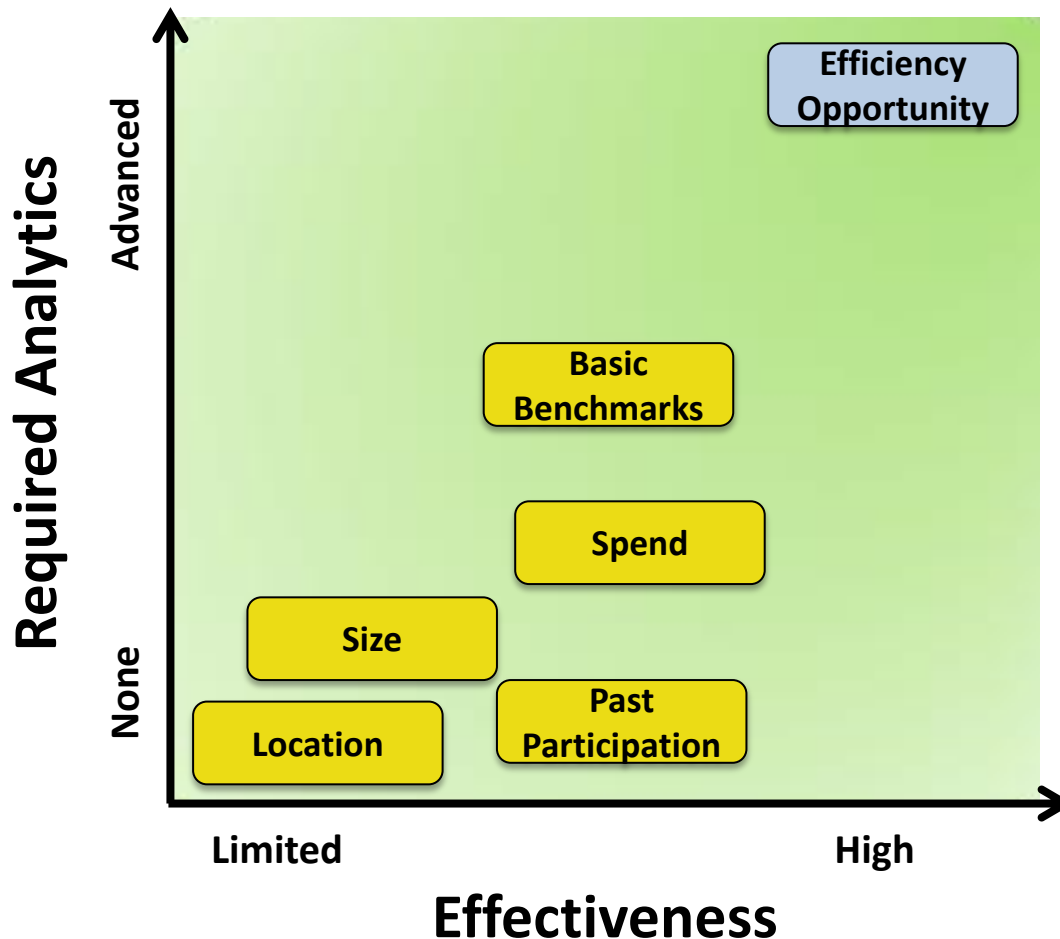
Energy Efficiency

Very High: Granular consumption data can identify specific needs



Analytics can help us target customers by their potential and engage them with opportunities

Energy Efficiency Segmentation Approaches



- Savings potential and specific program opportunities is optimal way to approach customers
- Traditional ways to segment / prioritize are less effective

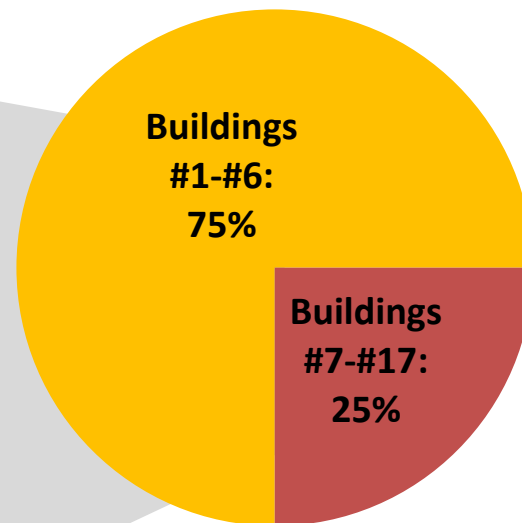


Prioritizing the buildings with the largest potential greatly optimizes efficiency targeting

Portfolio Savings Distribution Potential

	Current Spending (\$)	Potential Savings (\$)	Cumulative Portfolio Savings (%)
Building #1	\$671,973	\$250,626	17%
Building #2	\$939,946	\$250,461	34%
Building #3	\$650,101	\$220,326	50%
Building #4	\$1,146,006	\$205,087	64%
Building #5	\$2,270,114	\$104,701	71%
Building #6	\$308,458	\$61,706	75%
Building #7	\$986,329	\$59,251	79%
Building #8	\$225,025	\$57,031	83%
Building #9	\$418,305	\$55,640	87%
Building #10	\$421,414	\$54,266	91%
Building #11	\$275,883	\$38,989	93%
Building #12	\$334,848	\$33,405	96%
Building #13	\$187,604	\$28,243	98%
Building #14	\$2,743,762	\$24,411	99%
Building #15	\$112,285	\$9,394	100%
Building #16	\$248,664	\$0	100%
Building #17	\$217,591	\$0	100%
Total	\$12,158,308	\$1,453,537	

% of Savings Potential



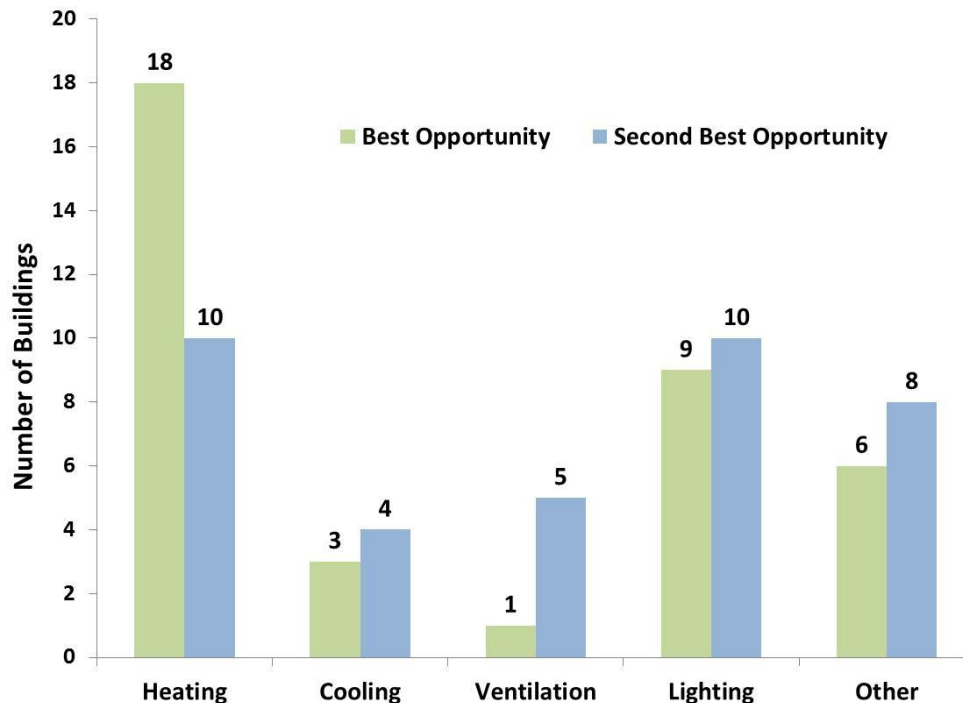
The top 6 of 17 buildings (35%) in the portfolio have 75% of the savings potential.

Note: Building sample set from single utility portfolio.



High-potential measures vary in each building; engage customers with the right opp. for them

Top Opportunities by End Use (Sample Building Portfolio in Northeast)



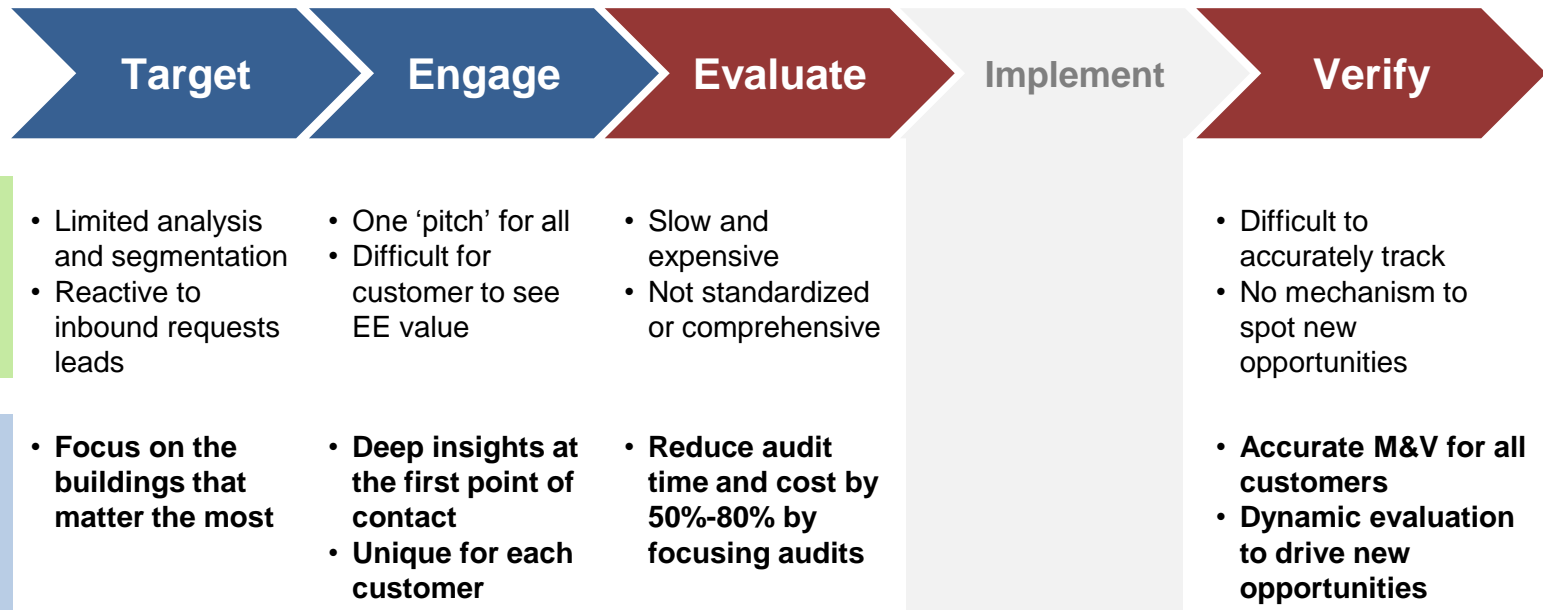
* - Sample set of buildings located in either New York, Massachusetts or Connecticut. Assessment is based on data for real-world energy audits conducted in commercial buildings on Retroficiency's Automated Energy Audit platform

- Highest potential operational and retrofit opportunities vary greatly by building
- Targeting real opportunities in their building increases engagement and reduces implementation time and cost



Analytics for targeting + engagement is the first step; can also be used through the process

Commercial Efficiency Program Lifecycle



Many options are available today without waiting for a smarter grid

- Utilities already have (and make available) interval data for larger buildings (thresholds vary by jurisdiction)
 - Huge opportunity to engage small/medium commercial customers through data analytics
 - Unfortunately many utilities are rolling out small/medium commercial interval data last, not first
- The process can be much easier with initiatives like Green Button
 - Green Button's full value will be realized when data is delivered automatically to authorized agents – not just to the customer
- Utilities can deliver analytics directly to the customer or deliver consumption data so the customers and their agents can conduct analysis
- Utilities and customers benefit from the change to a proactive utility rather than a reactive utility



Thank you



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