



The Edison Foundation

INSTITUTE for
ELECTRIC INNOVATION

IEI Technology Partner Snapshot



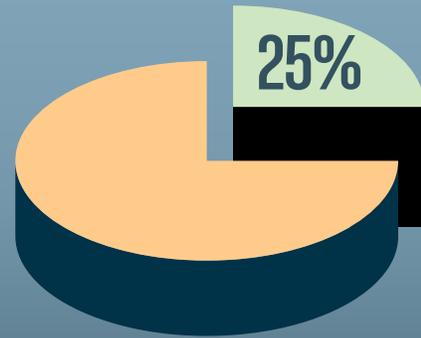
Oracle develops and deploys analytics-driven software and services, from distribution energy grid management and operations, to smart meter data management, to customer-facing applications. In 2016, Oracle acquired Opower, creating the world's largest cloud services provider to electric companies that stores and analyzes meter data from more than 60 million customers.

How Oracle Utilities is Partnering with Electric Companies:



Commonwealth Edison (ComEd) partnered with the Oracle-Opower team to deploy a residential peak-time rebate program in northern Illinois, enrolling 4

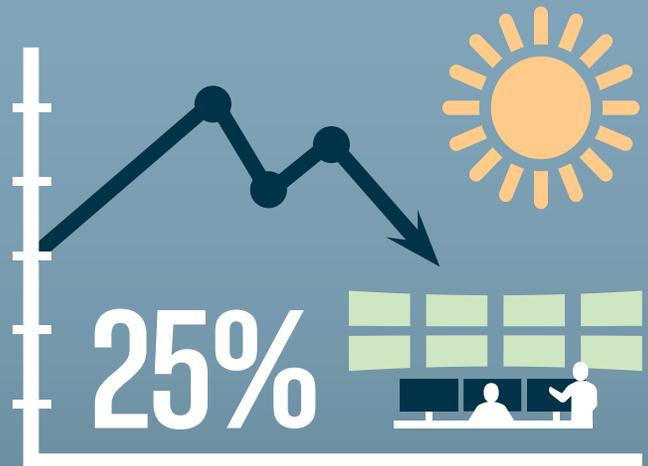
times as many customers beyond their original target. Through this program, ComEd delivers personalized, AMI-enabled communications before and after demand response events to increase customer participation and satisfaction.



Tucson Electric Power improved their average customer call time by 25 percent using Oracle's Customer Care and Billing solution.



Working with the Oracle-Opower team, Baltimore Gas & Electric (BGE) deployed a peak-time residential rebate program, deployed a residential peakttime rebate program, automatically enrolling 1 million+ BGE customers and achieving 209 MWs of peak demand reduction.



Demand Reduction

Sacramento Municipal Utility District (SMUD), Oracle helped SMUD launch a dynamic pricing programming, helping to cut peak demand on hot summer days by as much as 25 percent. More than 95 percent of customers were satisfied with their new energy rates.



Southern Maryland Electric Cooperative implemented an enhanced digital portal to facilitate customer self-service and provide access to everything from energy use to billing information.