



The Edison Foundation

INSTITUTE for  
ELECTRIC INNOVATION

## IEI Technology Partner Snapshot



Powerley bridges the **smart home** to the **smart grid**, engaging customers in energy efficiency while enabling new value-add smart home services. The Powerley platform provides instantaneous energy visualization, real-time disaggregation, appliance health monitoring and smart device management. The turnkey solution delivers new levels of energy efficiency, management of demand response programs and the ability to capture customer insights. To date, the Powerley app has more than 400,000 downloads and more than 15 million app sessions.



## How Powerley is Partnering with Electric Companies:

### DTE Energy

Launched in collaboration with DTE Energy, DTE Insight was introduced in 2013 and has engaged more than 160,000 customers to date. DTE and Powerley are also partnering to test the next generation of Insight. Initial pilot results have shown a 18 times increase in customer engagement.

### AEP Ohio

To complement its AMI expansion to 894,000 customers, AEP Ohio partnered with Powerley to create a new customer experience that has been branded *It's Your Power*. The program is targeting AEP Ohio's 1.5 million residential customers, and includes the Powerley Thermostat – providing customers HVAC connectivity while offering AEP Ohio a new Demand Response platform.