



The Edison Foundation

INSTITUTE for
ELECTRIC INNOVATION

IEI Technology Partner Snapshot



SIMPLE
energy

Simple Energy's Software-as-a-Service, omni-channel platform provides instant rebating where customers transact; delivers digital customer engagement; drives increased transactions; offers fully integrated electric company e-commerce, including products, programs, dynamic rate enrollments, home services and finance solutions.

How Simple Energy is Partnering with Electric Companies:

Commonwealth Edison (ComEd)

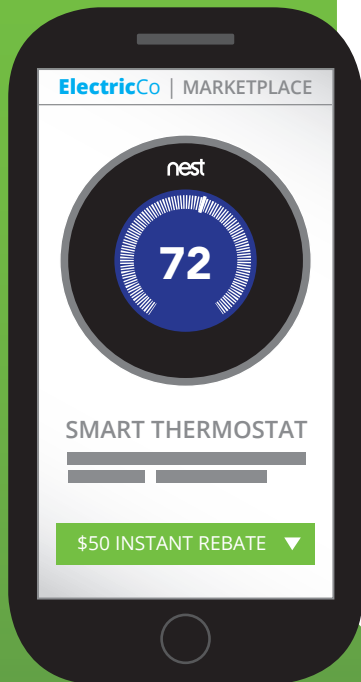
Simple Energy's Marketplace powers ComEd's "Million Thermostats" program by delivering a user-friendly platform and direct product fulfillment, generating **more than 34,000 smart thermostat** transactions since November 2016.

Xcel Energy

Using Simple Energy's Rebates-as-a-Service platform, Xcel offered instant rebates on eligible products at Lowes – in-store and online. In the first few months, they **tripled the number of transactions** for promoted efficient products.

Avangrid

Simple Energy expanded Avangrid's Marketplace to bundle smart thermostat purchases, increasing DR enrollments for Rochester Gas & Electric and New York State Electric & Gas, Corp. by **25 percent** in just seven days and helping achieve an **87 percent** conversion into the DR program.



>10x Transaction rates of competitor platforms

Omni-Channel Marketplace
Instant rebates wherever customers shop

Smart Bundles
EE Products + DR Enrollments = Single Transaction