# IEI Technology Partner Snapshot

**TENDRIL®**

Tendril is a data analytics and software solutions provider to electric companies that focuses on residential customers. Tendril enables behavioral energy efficiency, home energy reporting, and customer engagement and segmentation, with its Orchestrated Energy (OE) and TrueHome products. Tendril's TrueHome model evaluates 300 household, occupant and location characteristics and processes millions of customer interactions per month. Tendril also provides an electric company-branded mobile-based platform that integrates any engagement program, regardless of vendor.

# How Tendril is Partnering with Electric Companies:

## Ameren Illinois

Tendril helps Ameren Illinois manage their behavioral energy efficiency and customer engagement portfolios by delivering home energy reports, a customer engagement portal (including a disaggregated view of whole home energy consumption), and high usage alerts. Customers who receive High Use Alerts on average save an additional 5.7 percent on their energy bill the month the alert is received.

## Xcel Energy

In Colorado and Minnesota, Tendril helps Xcel Energy with peak demand management by using smart thermostats to shift HVAC load. This allows Xcel and its customers to reduce HVAC runtime by nearly 20 percent on average. During demand response events, Xcel achieves nearly 90 percent participation over a three-hour window.

## Duke Energy

Since 2010, Tendril's behavioral energy efficiency program has sent 91 million Home Energy Reports to 2.92 million Duke Energy customers across six states. This program was the first of its kind to reach 1 TWh savings and it has achieved over 2.5 TWh of energy savings total.

## Indiana Michigan Power (I&M) (An American Electric Power (AEP) company)

In partnership with Google and Amazon, AEP and Tendril recently began providing voice-activated energy information and notifications to I&M customers. This will enable the delivery of personalized energy insights, including electric company customer usage and billing information, through any device that supports Amazon Alexa or Google Assistant.