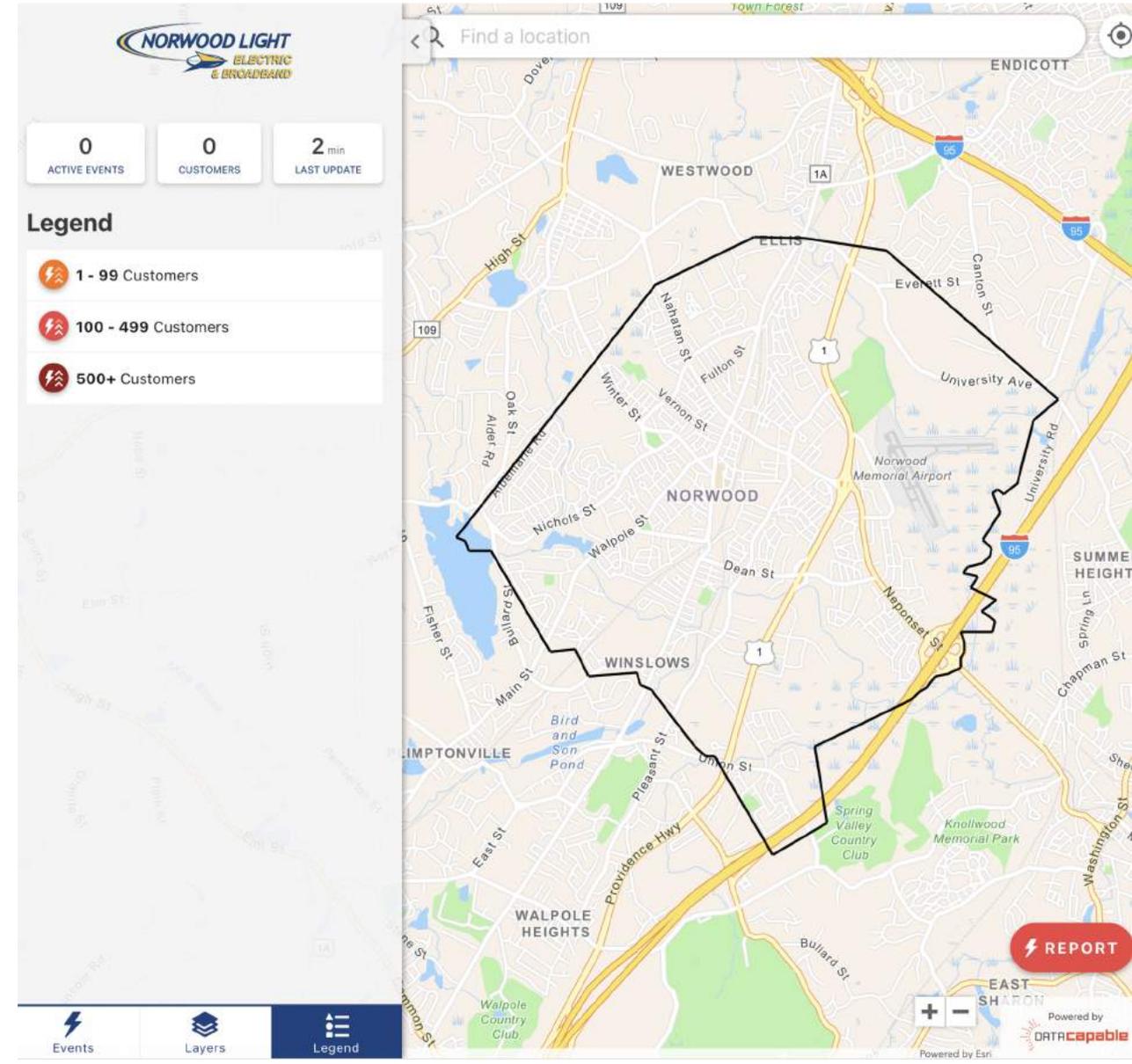
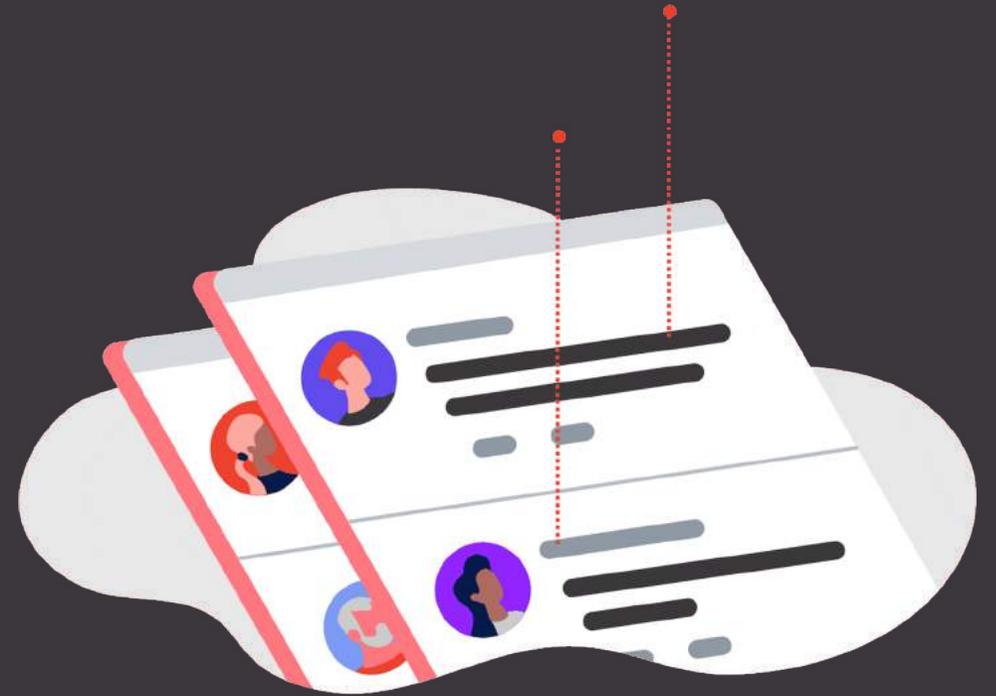


Leveraging Customer Intelligence in Program Design & Marketing



Agenda

- DataCapable Overview
- The Customer of 2022
- Agile in Action
- Vendor Landscape
- The Community Portal
- What is Next





Zac Canders

Co-Founder & Co-CEO

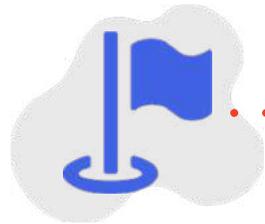
Zac@datacapable.com

- **Home:** Bangor, Maine
- **Favorite Project:** Avangrid Community Portal (more on this later)
- **Utility Leadership:** White House Visitor, Multiple TD World Cover Articles, 1st to Display Network in Real-Time!
- **Dog or Cat Person:** Dog

DataCapable

Close the communication gap between businesses, customers, their communities and the critical events that impact them.

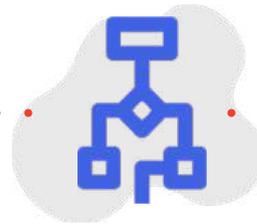
Increase safety, communication and value through enabling the real-time global discovery of events affecting people and places.



Founded in 2013,
San Diego-based



100% growth
year-over-
year



Patented
Algorithms



Esri®
Award-Winner

Trusted by Your Peers



datacapable.com

Trusted by Your Peers



The DataCapable Platform



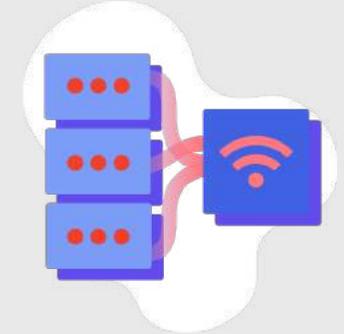
Threat Detection

Assess problems and vulnerabilities in real-time and take action.



Power Outage & Event Mapping

Real-time visualization and two-way communication informs and protects.

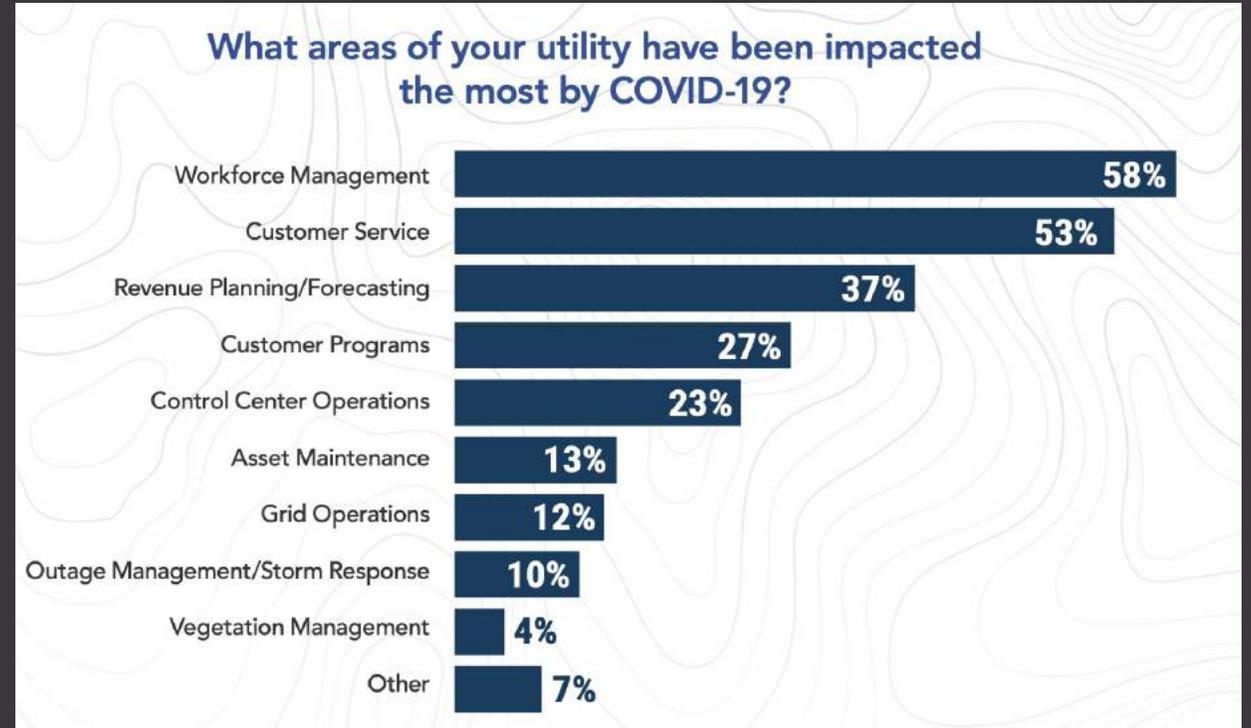
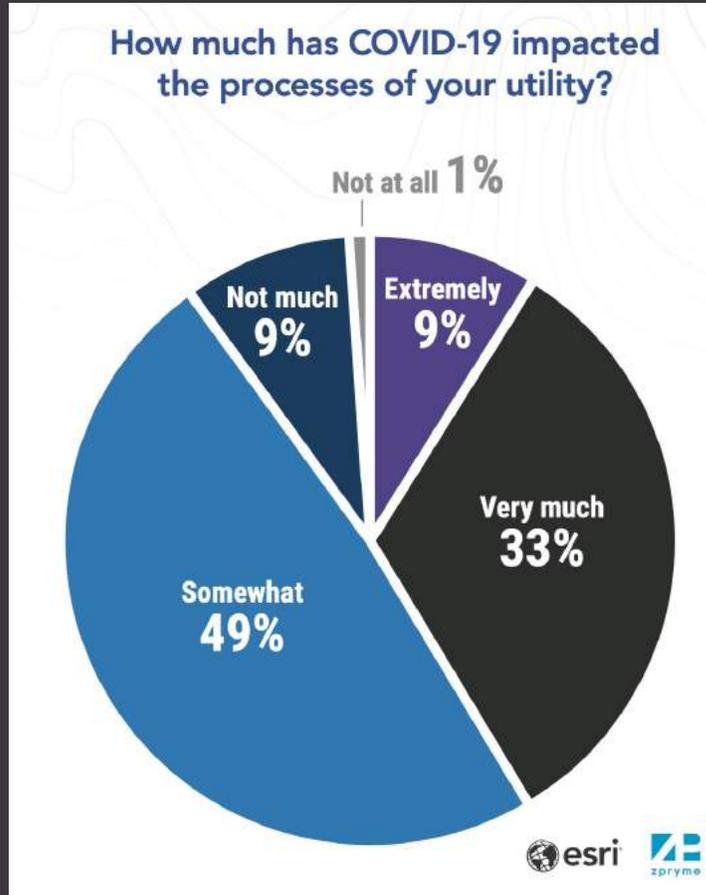


Community Portal

Keep crews, constituents, and communities safe and informed, day or night.



What's Changed



Poll #1

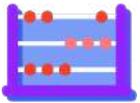
How many minutes (on average) do people spend thinking about their power bill each year?

1. 1 minute
2. 6 minutes
3. 22 minutes
4. All minutes

The Customer of 2022



Is the utility industry solving problems from the customer's point of view?



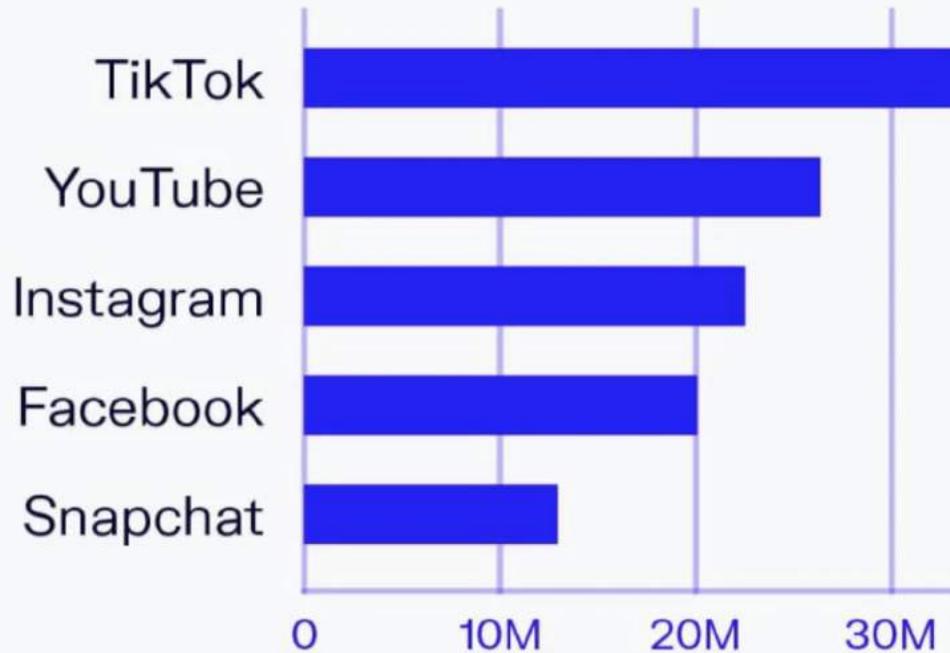
Do we know what information is important to the diverse audience of utility customers?



Are we EMPOWERING customers to take control during BLUE SKY *and* BLACK SKY days?



The Customer of 2022



It ranked as the **top most downloaded app** in Apple's iOS App Store for Q1 2019, with more than

33 MILLION

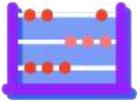
downloads.

(SensorTower, 2019)

Customer Surveys



How do you do them? Do they include all underserved/demographic groups?



How often?



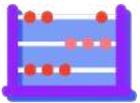
Do you capture customer awareness, customer participation?

Customer Surveys



Obtain representative, quantitative information about residential customers in the service area, with a focus on underserved customer groups:

- Assess customer home characteristics, relationship to home (i.e., owner / renter), and geographic location
- Understand customer demographics
- Understand customer utility service, heating and cooling equipment, and energy burden



Measure participation levels in residential programs to track progress towards improving service to underserved populations

- Measure program participation rates
- Measure types of program participation
- Measure depth of program participation and savings
- Explore program participation for different groups and identify populations that have been underserved and in what ways o Identify any significant changes over time



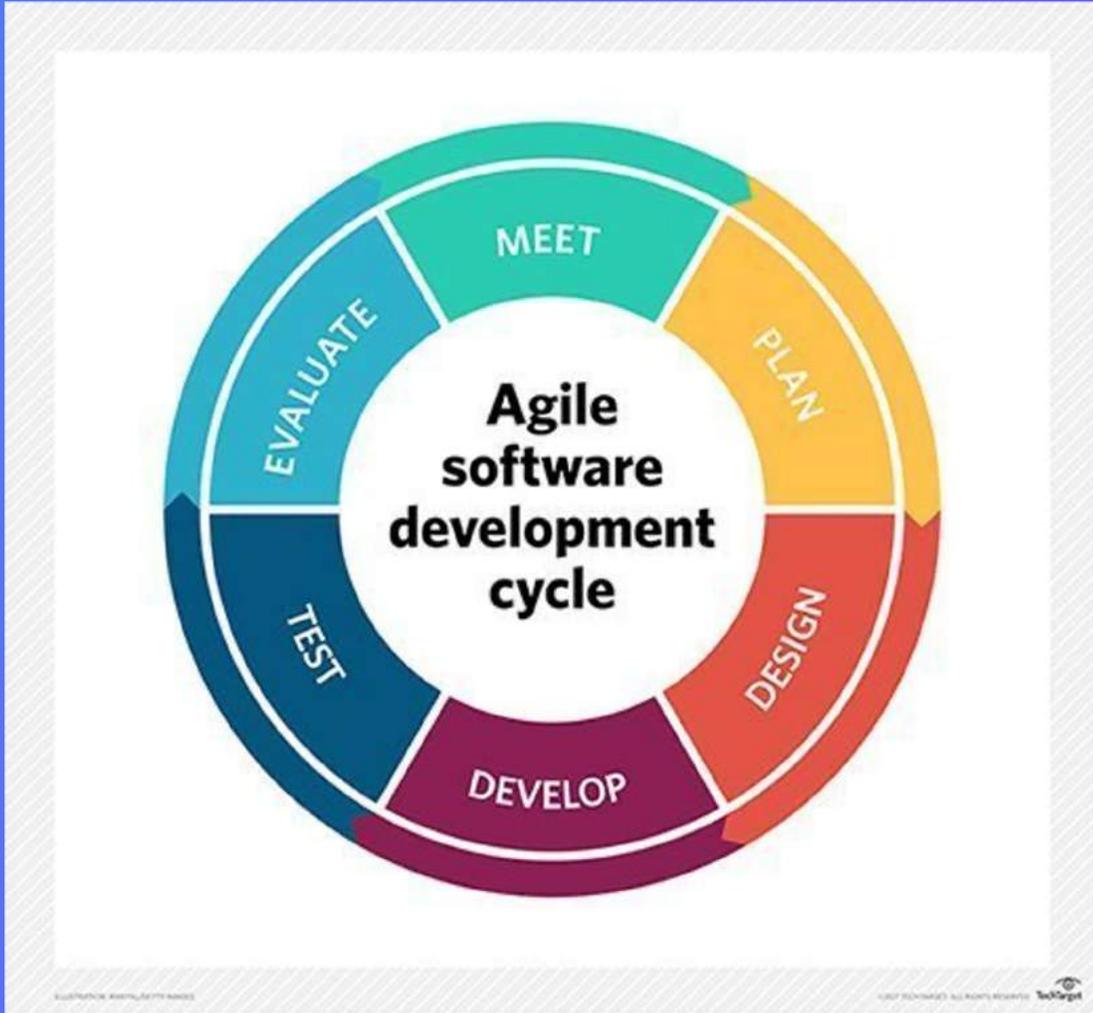
Assess customer awareness of the utility, especially among underserved customer groups

- Measure customer awareness of other energy services available in MA
- Identify any significant changes over time



The Role of CRM...not CIS





Agile In Action

Sprint 1

Sprint 2

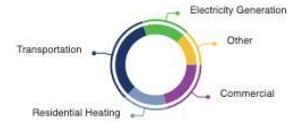
Sprint 3



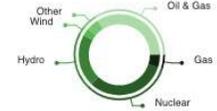
RESIDENTIAL

ALL CUSTOMERS

NYS CARBON EMISSIONS BY SECTOR



NYS ELECTRICITY GENERATION MIX



AVERAGE MONTHLY ENERGY USAGE

ELECTRICITY
⚡ 1,172 kWh

↑ +17.82%
vs LAST MONTH

↑ +11.24%
vs LAST YEAR

RANKED IN THE THIRD QUARTILE

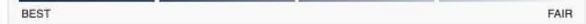


NATURAL GAS
🔥 36 Ccf

↓ -30.51%
vs LAST MONTH

↑ +26.45%
vs LAST YEAR

RANKED IN THE SECOND QUARTILE



LEARN MORE

LIGHTING PROGRAMS

COMMERCIAL PARTICIPANTS

💡 62

CARBON SAVINGS (Metric Tons CO2e): 837

LEARN MORE

HVAC PROGRAMS

COMMERCIAL PARTICIPANTS

🏠 3

CARBON SAVINGS (Metric Tons CO2e): 8

LEARN MORE

TRANSPORTATION

ELECTRIC & HYBRID VEHICLES

🚗 139

CARBON SAVINGS (Metric Tons CO2e): 676

GASOLINE VEHICLES

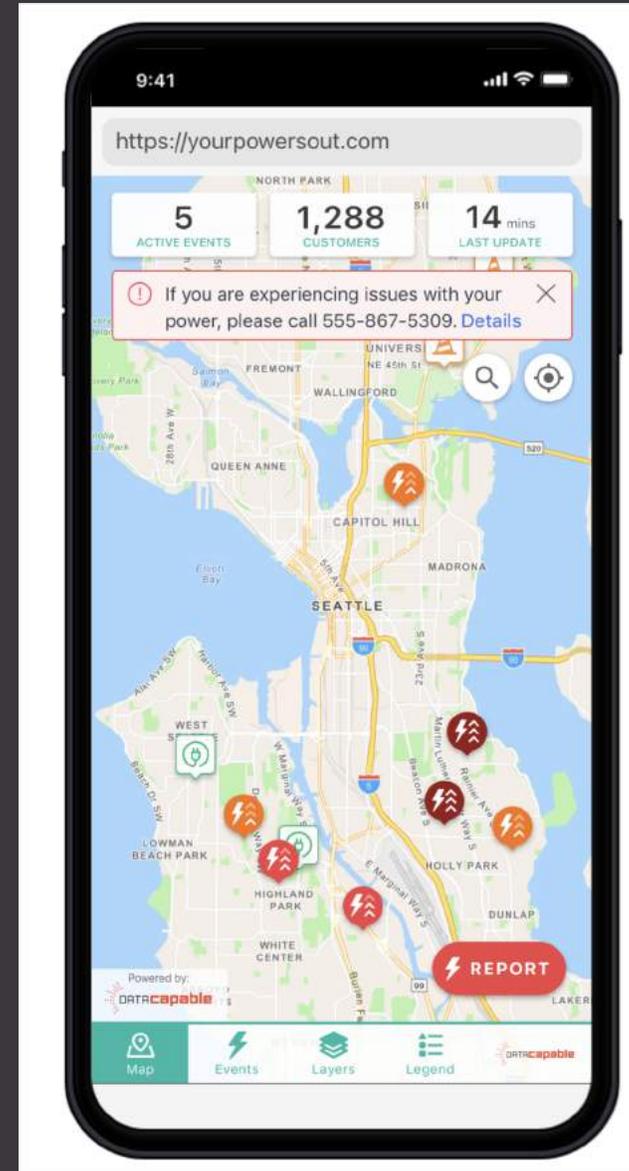
🚗 6,145

CARBON EMISSIONS (Metric Tons CO2e): 35,149

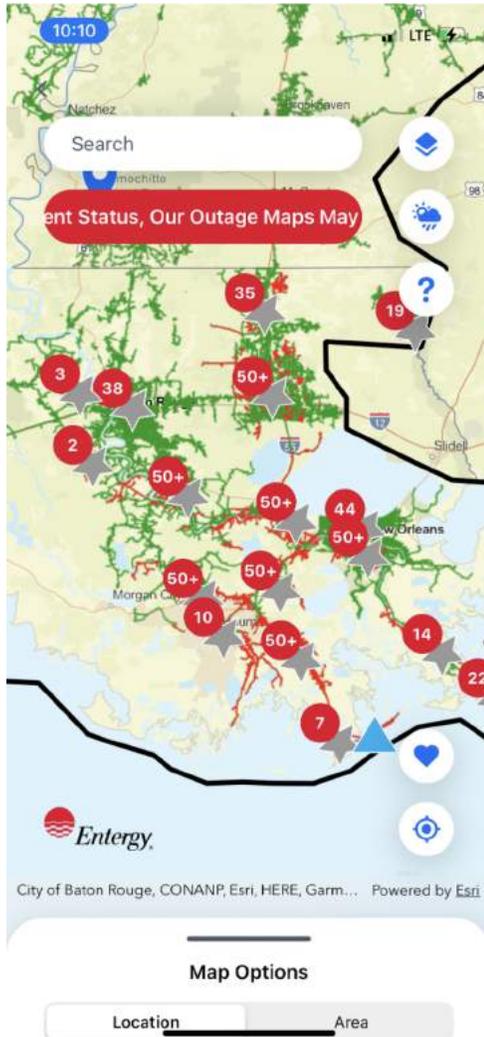
LEARN MORE

Are You Mobile at the Core?

Fact - Most customers access the utility software via a mobile device.



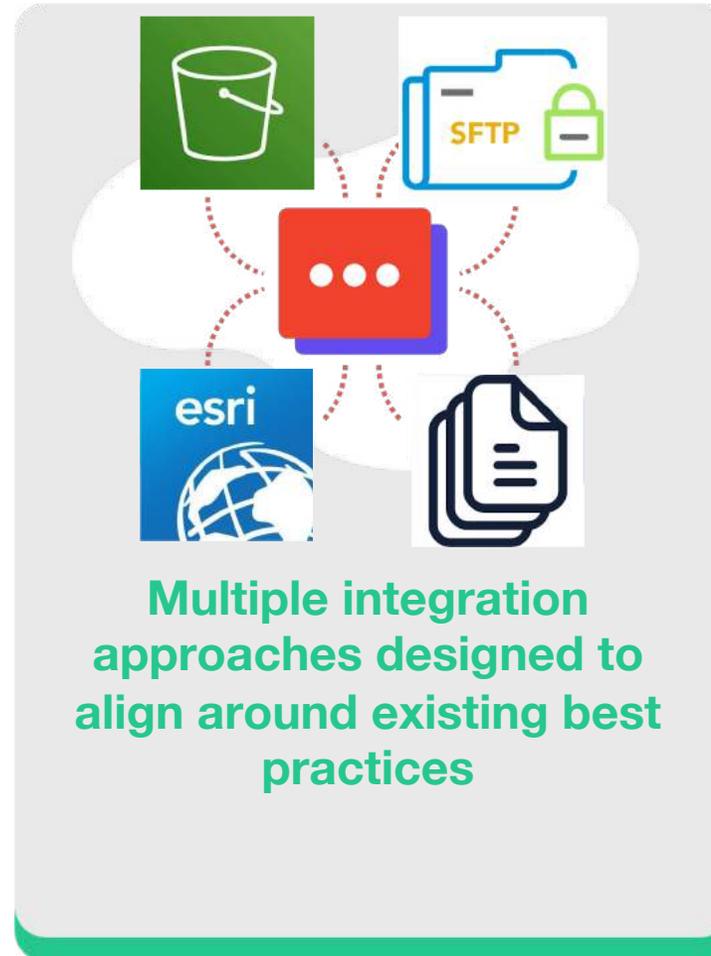
Native OR Embedded Mobile



- **Native:** download the free Entergy mobile app to and view a **native** outage map.
- **Embeddable:** insert the experience as an iframe existing website or mobile app.

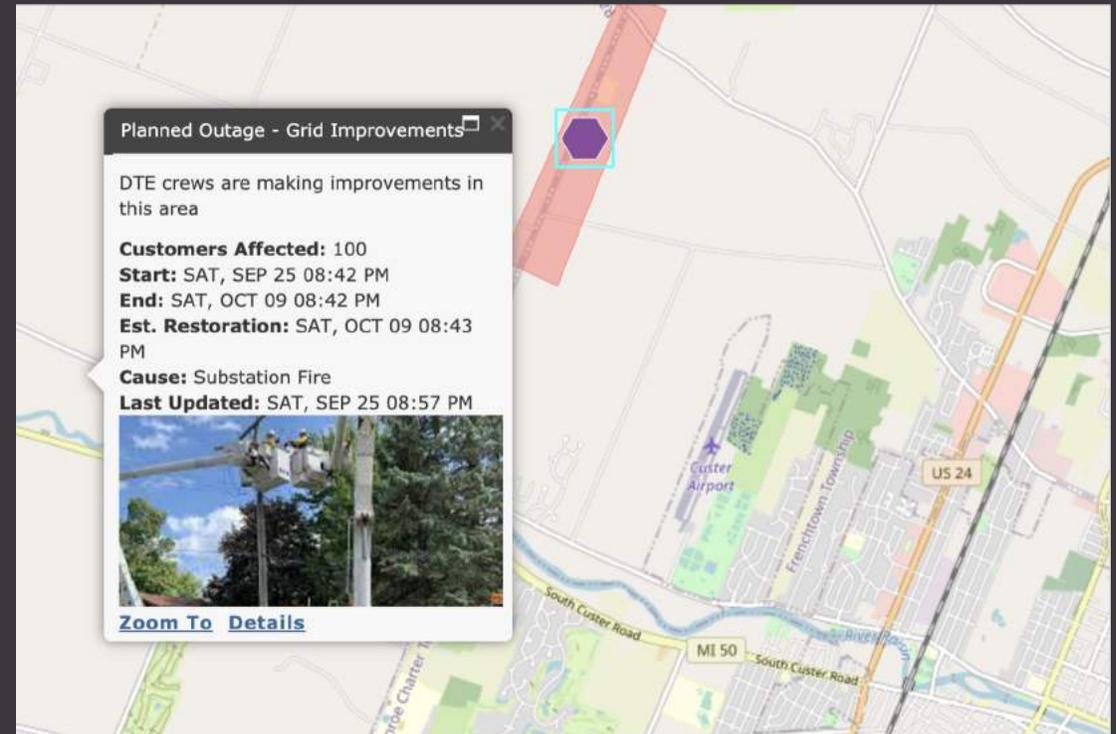
Integration & Documentation

Q: Can you provide integration documentation? If so, please explain:



Configuration vs. Customization

Q: We would like to understand what's configurable with your offering; what capabilities do we have for controlling what info is displayed, how are features turned on / off, what is your release cycle?



Are You GIS Aligned?

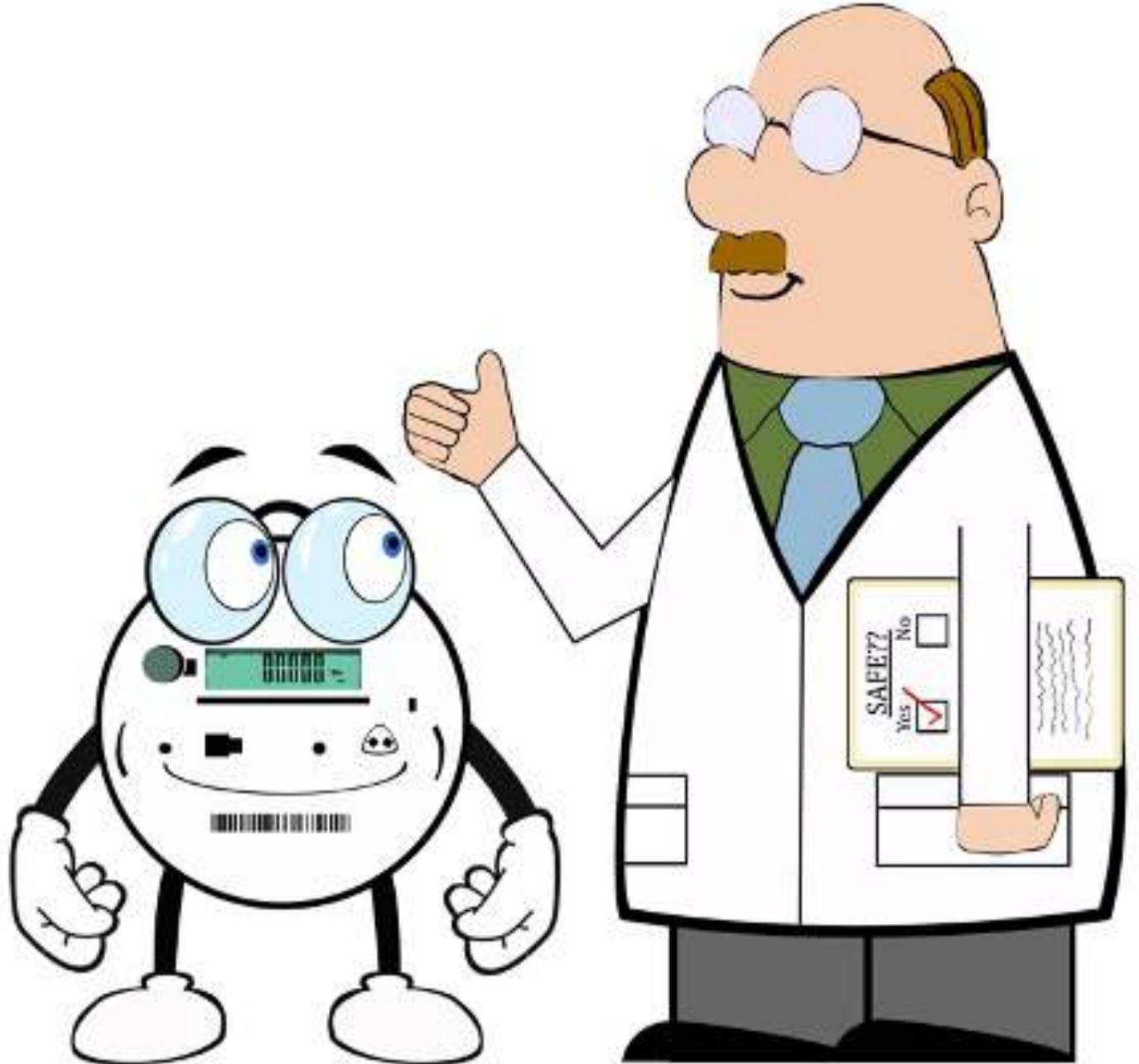
A well-documented history of project integrations, collaborations, and awards for Real-Time Geospatial Solutions?



Poll #2

Which cartoon character was the spokesperson for the electrification of America starting in 1926

- 1. Eddy Lightbulb*
- 2. Reddy Kilowatt*
- 3. Electro Man*
- 4. Marty the Meter*

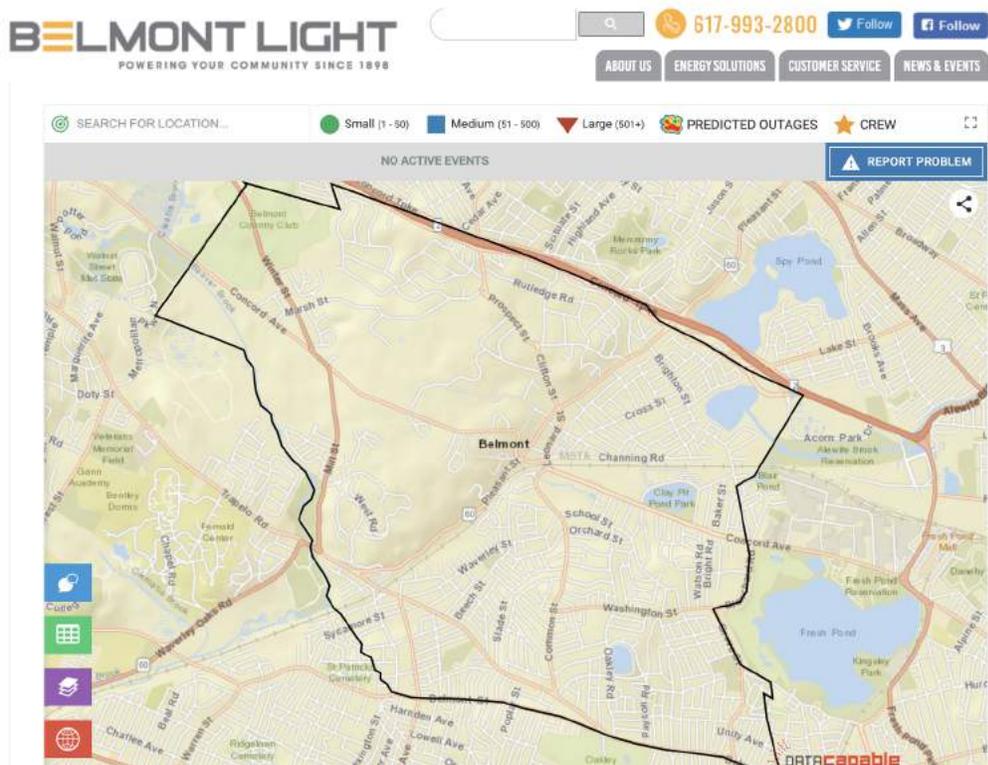


Local Leadership in Action



“The future of OMS is a dynamic connection with the customer, powered by investments in GIS technologies”

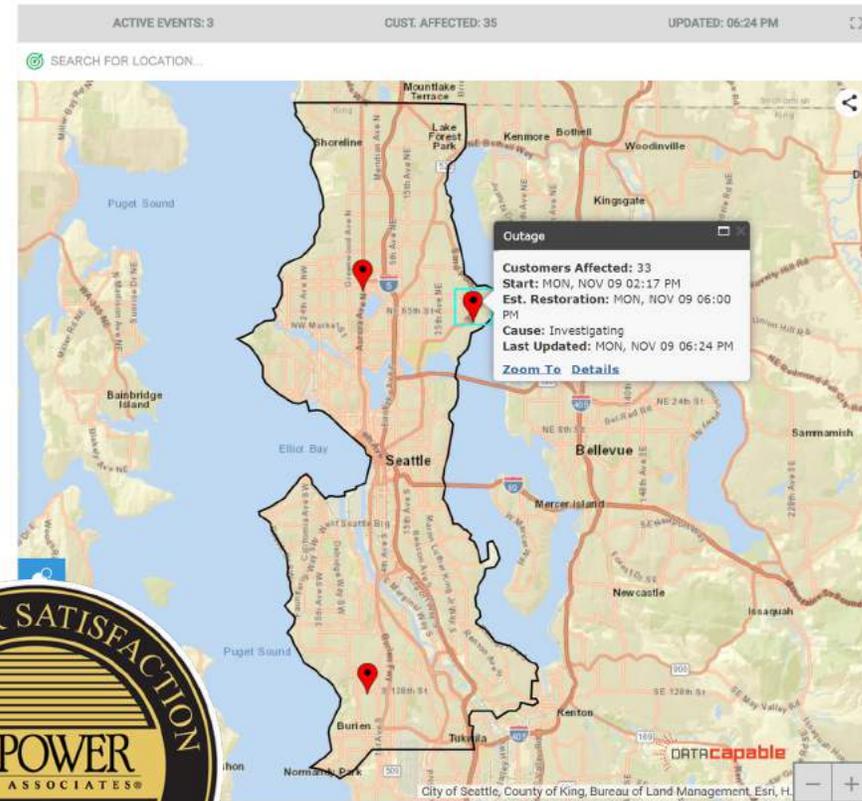
~ Craig Spinale GM Belmont Light





An Award-Winning Map

- Noted excellence in Customer Communication, Engagement, and Satisfaction.
- Cover of TD World



Communicate!!!!



Two promotional banners for Uplight. The left banner is titled 'Reach Your Decarbonization Goals with Uplight' and features a photo of a man. The right banner is titled 'Exceed Your Net Zero Goals' and also features a photo of a man. Both banners include the Uplight logo and a 'Learn More' or 'Open' link.

A screenshot of a news article from KATC. The headline is 'LUS launches power outage and events map'. The article includes a map of Lafayette Parish showing power outage locations. Below the map, there is a KATC logo and a promotional banner for streaming services. The article is dated June 23, 2021, and is attributed to KATC News.



A screenshot of a tweet from the user @WordRoundTown. The tweet text reads: 'Power outage all around Newark St, Hudson St and Washington St ... so I'm working in the dark!'. The tweet is dated 04:33PM - 05 MAR from Houston, TX.

SMART UTILITY > OUTAGE MANAGEMENT

Outage Data Is Everywhere

Aug. 1, 2019

Social media and nontraditional data sets create transparency of when, why, and where major grid events occur.

Nancy Harris , Michael S. Weber



The Community Portal

Real-time visualization of your events, public communications, and more.

ALERT BANNER TO PROVIDE UPDATED INFORMATION DURING EMERGENCIES

SWITCH TO SATELLITE VIEW

10 mi

LEGEND

ROLE-BASED ACCESS AND ARCHIVAL DATA

ANALYTICS AND EXPORT FUNCTIONALITY

LEVERAGE GIS ASSETS AND LAYERS

POWERFUL "TWO WAY" COMMUNICATIONS



August 5, 2020 — The storm caused widespread damage throughout the northeast, impacting 3.7 million homes and businesses.

Central Hudson Gas & Electric (CHGE) experienced heavy rains and damaging winds lasting over 12 hours, with over 38,000 outage reports received at the local contact center.

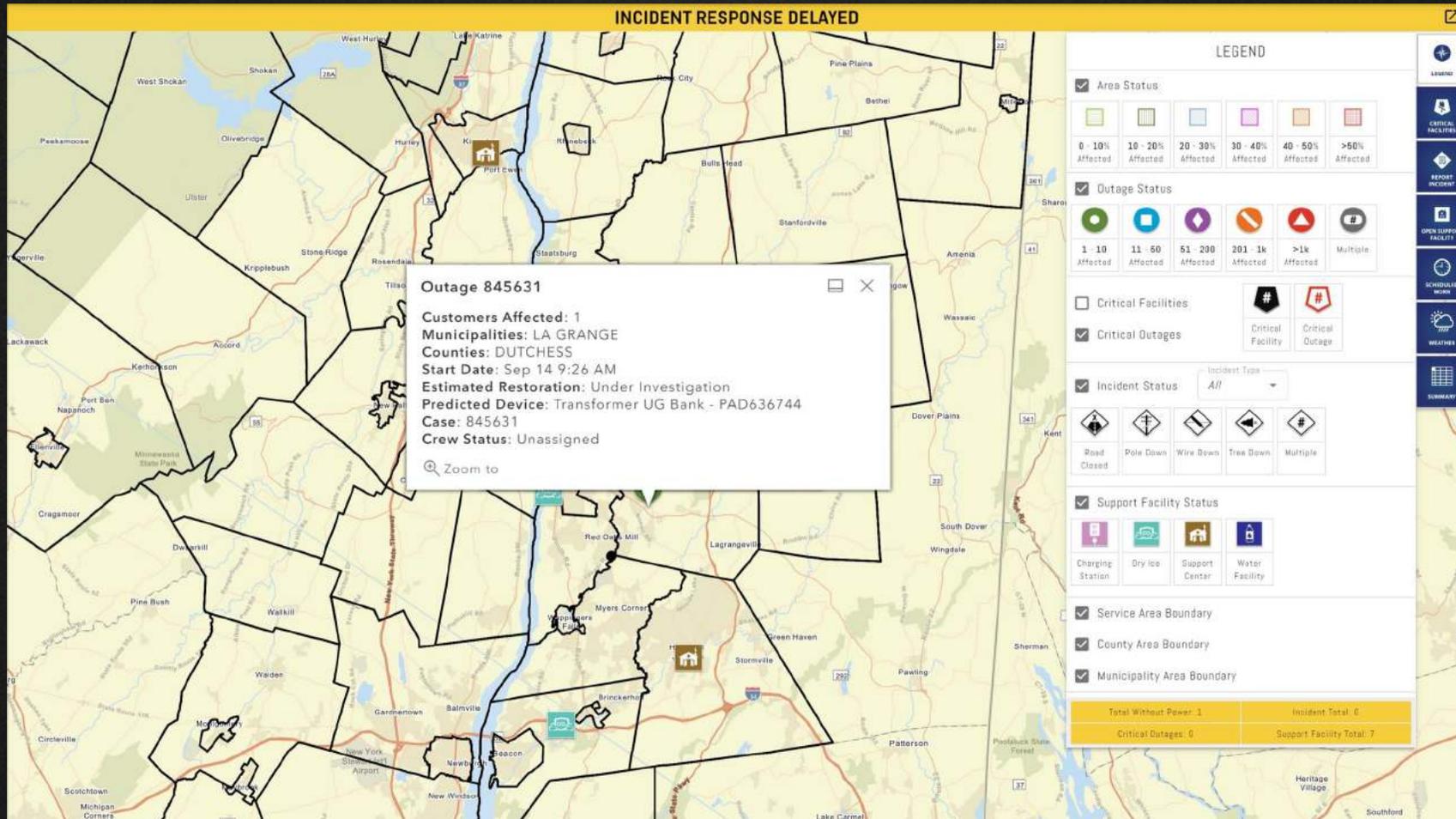
Isaias was the 4th largest storm in CHGE’s company history and knocked out many of the traditional on-site systems of communication (phone, email, website, and more).

Over 1,170 damage locations were reported via DataCapable’s cloud solutions as CHGE leveraged the ‘**Community Portal**’ to report incidents via smartphone, announce the availability of emergency facilities and dry ice locations, and provide updates on status for subscribed events.





VISUALIZE ASSETS AND OUTAGES





A REAL TIME NETWORK MODEL

AVANGRID FIND ADDRESS OR PLACE 🔍

WE ARE CURRENTLY EXPERIENCING A LEVEL II OUTAGE EVENT.

SWITCH TO SATELLITE VIEW

1 mi

+

-

LEGEND

- Outage Status**
 - 1 - 10 Affected
 - 11 - 50 Affected
 - 51 - 200 Affected
 - 201 - 1k Affected
 - >1k Affected
 - Multiple
- Filter Outages by ETR**
 - 0
 - < 24h
 - < 48h
 - < 72h
 - 72+ hours
- Show All Circuits Out**
- Critical Facilities**
 - Critical Facility
 - Critical Outage
- Critical Outages**
- Life Support Outages**
 - Life Support Outages
- Service Area Boundary**
- Circuit Model**

Total Without Power: 10,276

Critical Outages: 2 **Life Support Outages: 17**

GBRC, Esri, HERE, Garmin, SafeGraph, METI/NASA, USGS, EPA, NPS, USDA

Powered by Esri

<https://www.avangrid.com> [Privacy Policy](#) | [Terms & Conditions](#) ©2021 Avangrid - Last Updated: 12/5/2021, 13:20:34 EST



ENABLE EASY INCIDENT REPORTS

INCIDENT RESPONSE DELAYED

SWITCH TO SATELLITE VIEW

6 mi

REPORT INCIDENT

Channels are **NOT** monitored 24/7 — CALL 911 in the event of fire, motor vehicle accidents or other emergencies.

Address

USE MY LOCATION

DROP A PIN ON MAP

STREET ADDRESS

CITY

STATE ZIP CODE

1) POLE DAMAGE

IS A **POLE** AFFECTED? **YES**

A) IS A **POLE** LEANING? **YES**

1 2 3 4+

B) IS A **POLE** BROKEN? **NO**

2) WIRE DOWN / WIRE LOW

IS A **WIRE** AFFECTED? **YES**

A) IS A WIRE DOWN **BETWEEN POLES**? **NO**

B) IS A WIRE DOWN **BETWEEN BUILDINGS**? **YES**

ADD PHOTOS

SUBSCRIBE

Total Without Power: 1	Incident Total: 0
Critical Outages: 0	Support Facility Total: 7

LEGEND

CRITICAL FACILITIES

REPORT INCIDENT

OPEN SUPPORT FACILITY

SCHEDULED WORK

WEATHER

SUMMARY



OPEN EMERGENCY FACILITIES

Central Hudson MUNI-PORTAL ADMIN - MAP VIEW

MUNICIPAL PORTAL DEMO...

0.4 mi

SWITCH TO SATELLITE VIEW

OPEN SUPPORT FACILITY

Support Facility Name*
Dry Ice

Description
Located at the local park. Hours 9am-5pm

< DROP A PIN OR USE MY LOCATION

Or enter an address below:
196 E HOOK RD, HOPEWELL JUNCTION, NY, 12533, USA

Support Facility Services (select ALL that apply)

- Center
- Dry Ice
- Charging Station
- Water

OPEN SUPPORT FACILITY

Total Without Power: 6,009	Incident Total: 11
Critical Outages: 10	Support Facility Total: 4

Esri, HERE, Garmin, SafeGraph, INCREMENT P, METI/NASA, USGS, EPA, NPS, US Census Bureau, USDA
Privacy Policy | Terms & Conditions ©2021 Central Hudson Gas & Electric Corp. All Rights Reserved. Last Updated: 2/26/2021, 08:28:51 EST



COMMUNICATE

Engage in two-way communication with stakeholders at municipalities with a few clicks.

Fully compliant with NYPSC reporting mandates

Central Hudson MUNI-PORTAL ADMIN - OUTBOUND MESSAGING

COMPOSE MESSAGE

To (Municipalities):
Ancram x

To (Custom Groups):
Select...

CREATE NEW GROUP EDIT EXISTING GROUP DELETE GROUP(S)

Internal Title *
eg: PLANNED OUTAGE #12

Message Body *
eg: PLANNED OUTAGE ON XX/XX/XXXX

SEND > RESET