

Customer Benefits



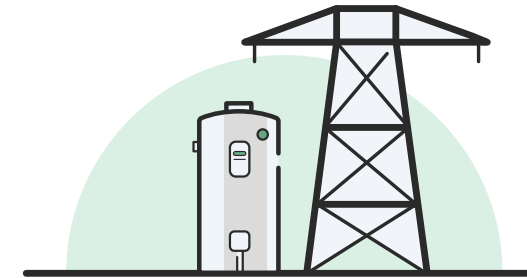
Peace of Mind and Support

The app connects the customer to a list of trusted service providers with details and reviews.



Incentives

The customer opts in and instantly qualifies for incentives based on the expected value of grid relief.



Seamless Integration

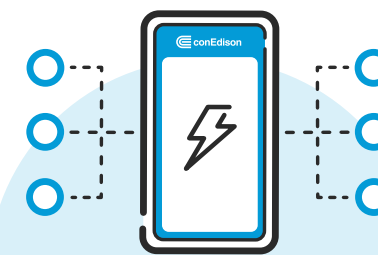
The energy asset automatically integrates with the energy grid.



Direct Benefits

The smart water heater automatically adjusts to off-peak use. The app delivers energy-saving tips, performance diagnostics, and service alerts.

Energy Company Benefits



Bridging Customer Resources and the Grid

The app connecting customers to the energy company's platform can be developed by:

- Transmission and distribution system owners and operators
- Retail energy service companies
- Aggregators or third-party service providers
- Appliance and device vendors
- Energy solution providers



Energy Company's Platform

Secure interfaces connect customers' assets to utility planning and the distribution operation system, and link to aggregated services for the bulk power system.



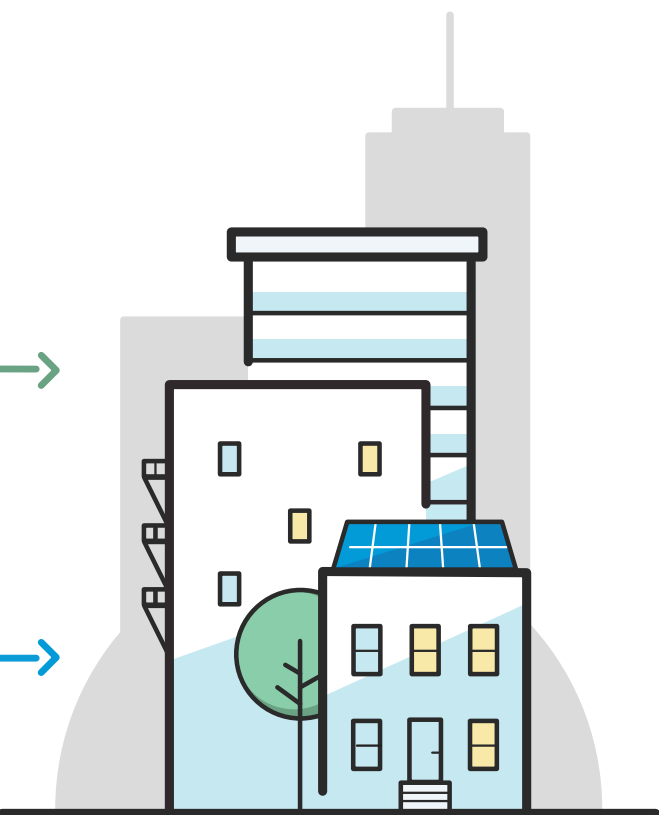
Grid Services From Customers' Assets

The "connected" water heater is optimized to use energy based on grid needs, coordinating load with grid and generation constraints without impacting comfort.



A New Type of Grid Investment

Grid investments expand to include grid services, delivering value to customers and all levels of the grid.



Societal Benefits

The shared integrated grid delivers greater reliability, resiliency, and value for all.



Smart Energy

An electricity customer uses a mobile app connected to the energy company's platform to purchase and install a smart water heater with a single click.