



Quarterly Member Roundtable  
BTM Working Group  
August 2022



# What Is Beyond The Meter?

## **Beyond The Meter:**

A range of value-added services and products offered through the local utility that increases customer satisfaction and new sources of non-usage revenue for the utility.

# Overview of “Beyond The Meter” Working Group

This new working group of the UCRC will bring together utilities and vendors for a full scope of work in 2022.

- Business case development
- Program design
- Performance metrics & benchmarking
- Voice-of-the-customer surveys and research
- Case studies of innovation and market success
- Regulatory considerations
- Utility-Vendor partnership models
- Marketing / Messaging Strategies



# BTM Working Group Utility Members:



# BTM Working Group Vendor Members:





# Today's Panelists:



**Kyle Shoff**  
Manager,  
Product Development



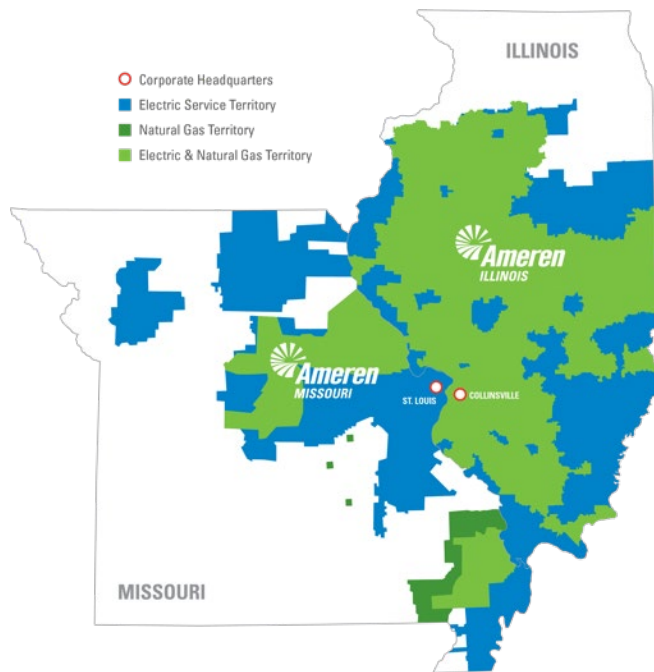
**Rick Charles**  
Director,  
FEP Operations



# Ameren Overview



Fully rate-regulated electric and natural gas utility



**2.4M**  
electric  
customers

**0.9M**  
gas  
customers

**~5,000**  
circuit miles  
FERC-regulated  
electric  
transmission

**10,600MW**  
regulated electric  
generation  
capability

**S&P 500**  
Component of  
Stock Index

## Ameren Missouri

- Electric transmission, distribution, and generation business and a natural gas distribution business in Missouri regulated by MoPSC
- Serves 1.2 million electric and 0.1 million gas customers
- 10,600 MW of total generation capability

## Ameren Illinois Electric Distribution

- Electric distribution business in Illinois regulated by ICC
- Serves 1.2 million electric customers

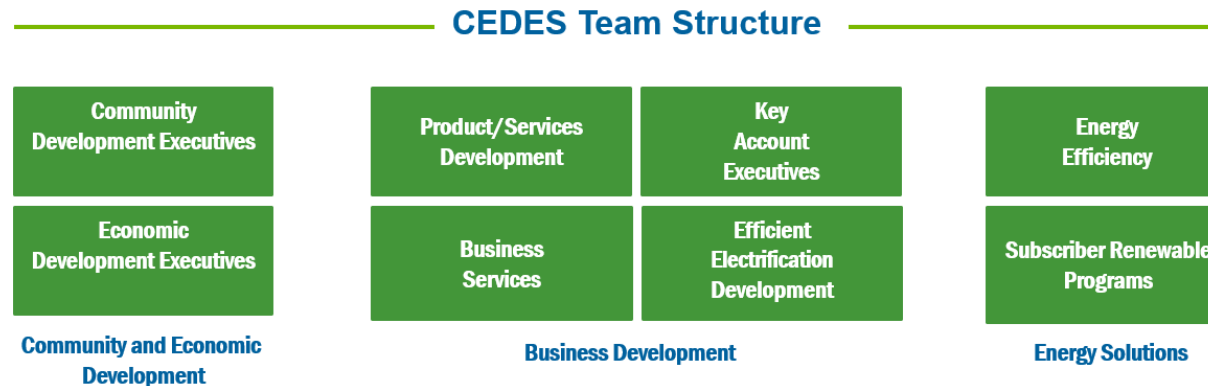
## Ameren Illinois Natural Gas

- Natural gas distribution business in Illinois regulated by ICC
- Serves 0.8 million gas customers

## Ameren Transmission

- Electric transmission businesses of Ameren Illinois and ATXI regulated by FERC
- Ameren Illinois invests in local reliability projects
- ATXI invests in regionally beneficial projects

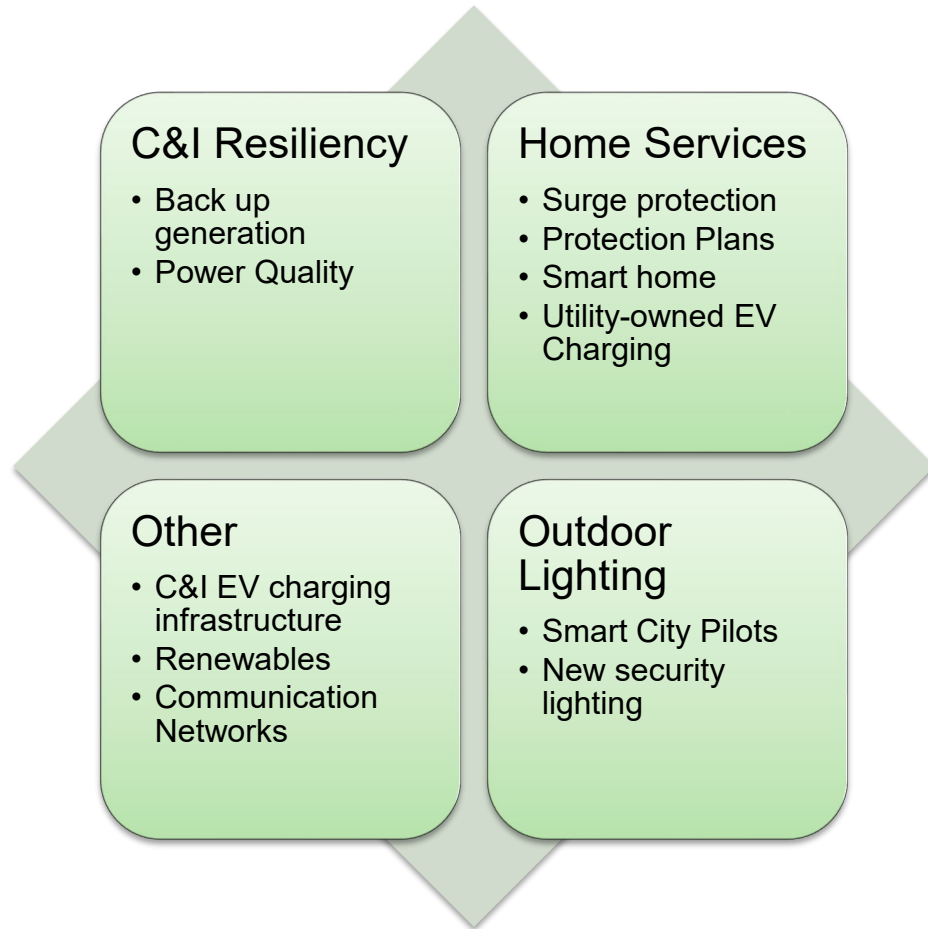
# Product Development Team



- Focus on Customer Affordability – passing incremental margin back to all customers to offset revenue requirement (not keeping margin for EPS support)
- 4 person team; started in 2018
- CEDES’s goal is to generate \$75M in new revenue by 2025
- \$3M in new revenue annually by 2025 from Ameren Missouri Products & Services
- We created a process to analyze new business ideas and advance the highest value concepts
- Evaluated both regulated and non-regulated, but currently pursuing only regulated concepts



# Focus Areas



- Wide focus at first, beginning to narrow scope to selected themes
- Filed Surge Protection in 2020, rejected by PSC in 2021
- Lots of research and development efforts on various BTM programs
  - Protection plans
  - Smart Home

# Observations

- So far, difficult to balance risks/rewards in a fully regulated strategy
  - Long approval process
  - Margin left on table in exchange for de-risking programs
- Team focus has evolved to include electrification and other opportunities to support Customer Affordability
- MISO capacity auction has provided new life to back-up power opportunities



**FirstEnergy**<sup>®</sup>

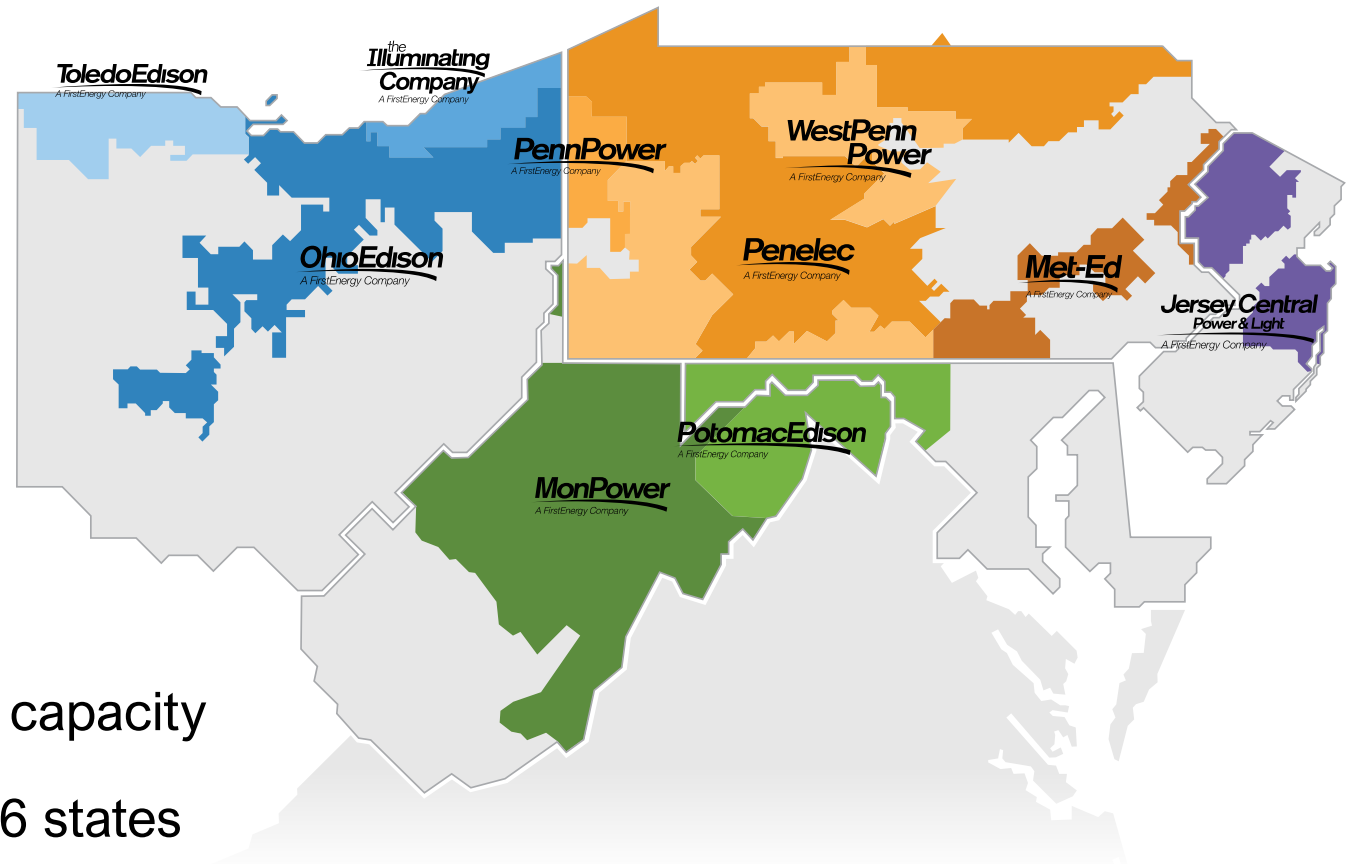
**Focused on Our Future**

## Beyond the Meter Panel Discussion Rick Charles – Director, FE Products

August 17, 2021

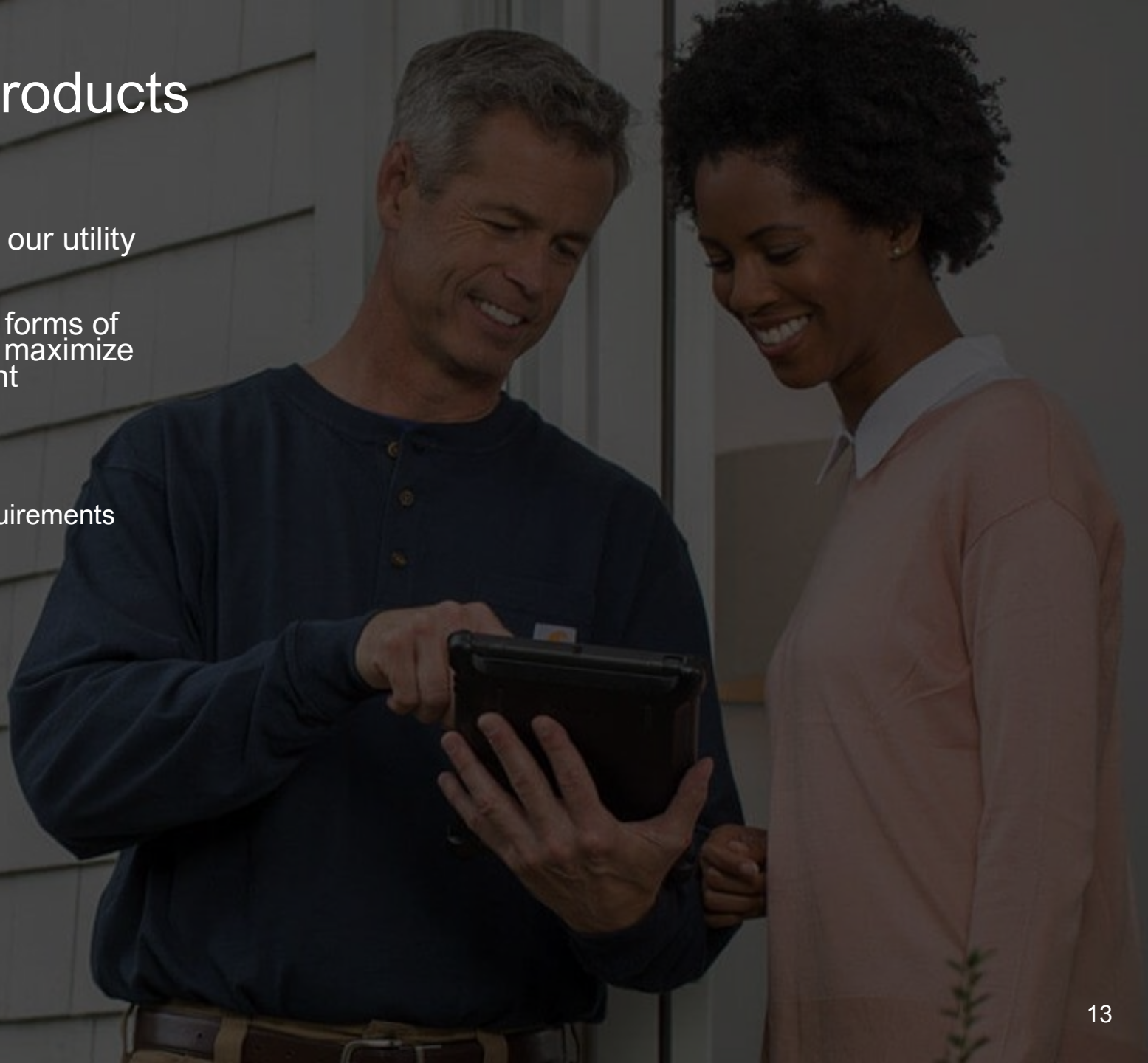
# About FirstEnergy

- Headquartered in Akron, Ohio
- Among the largest investor-owned electric systems in the U.S. based on 6 million customers served
- Approximately 12,000 employees
- More than \$45 billion in assets
- Approx. \$11 billion in annual revenues
- 3,580 megawatts of regulated generation capacity
- 10 electric utility operating companies in 6 states
- 65,000-square-mile service territory
- 24,000 miles of transmission lines and 272,000 miles of distribution lines



# About FirstEnergy Products

- Provide products, programs, services to our utility customers in our 5-state footprint
- Incentivize and promote adoptions of all forms of electrification to drive regulated growth, maximize customer benefits and achieve significant decarbonization
  - Meet our customers needs
  - Compliant with state and regulatory requirements
  - Align with FirstEnergy objectives
- Focus on the utility customer base
- Manage our own business and operations
  - Transactions and contracts
  - 3<sup>rd</sup> party call center
  - Billing and invoicing



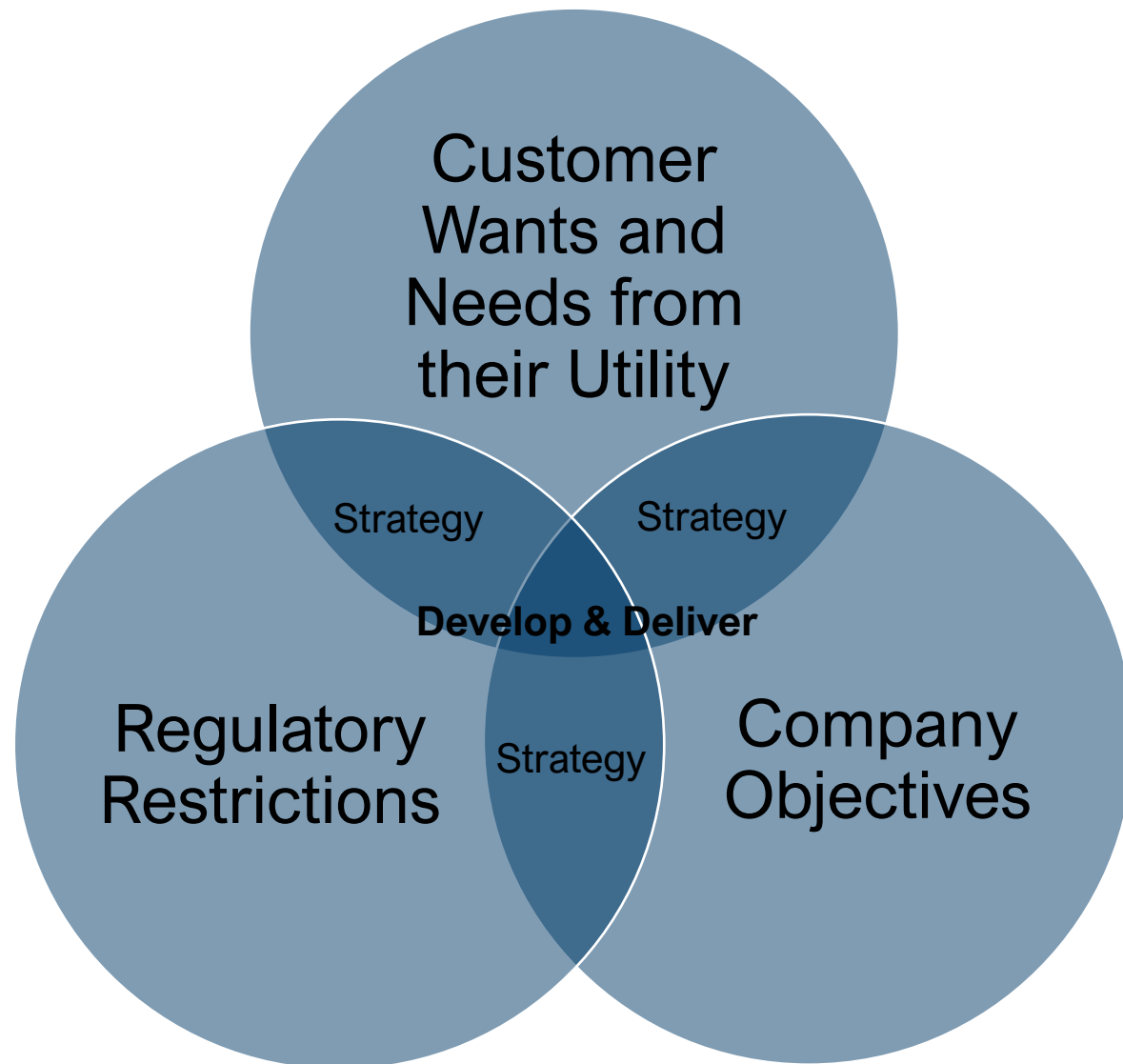


## What we offer -

- Contractor Services – Professional contractor referral program
  - Professional tree services
  - Electrical services
  - Home Insulation
  - Landscape, security, post lamp lighting
- Service, repair and replace plans
  - Various plans through HomeServe
  - Surge Assist
- Programs
  - NJ EV Rebate program
  - WV Solar Program
- Tariffed based products
  - MSA program (PA, WV, NJ)

# Develop Strategies

FE Products is a part of a larger team focused on bring policies and strategies together to deliver products, services, programs to our utility customers.



## ***Any Other BTM Member Updates?***

- Utility**
- Vendor**





# BTM 2022 Schedule:

Month	Event
January – March	<ul style="list-style-type: none"> <li>Member Onboarding and Interviews</li> </ul>
March	<ul style="list-style-type: none"> <li>2022 Official Kickoff Webinar (March 2<sup>nd</sup>)</li> </ul>
April	<ul style="list-style-type: none"> <li>(April 21<sup>st</sup>) BTM Roundtable Discussion (Utility Only)</li> <li>(April 20<sup>th</sup>) BTM Roundtable Discussion (Vendor Only)</li> </ul>
May	<ul style="list-style-type: none"> <li>BTM Market Landscape Analysis &amp; Review</li> </ul>
June	<ul style="list-style-type: none"> <li>BTM Vendor Panel (Public Facing)</li> </ul>
July	<ul style="list-style-type: none"> <li>Next Gen – Customer Requirements w/ Futurist Amber Mac (July 20<sup>th</sup> @ 2:00 EDT)</li> <li>BTM Customer Survey Findings Released (July 28<sup>th</sup> @ 2:00 EDT)</li> </ul>
August	<ul style="list-style-type: none"> <li>Quarterly Member &amp; Vendor Roundtable Discussion (Aug 10<sup>th</sup>@ 3:00 EDT)</li> </ul>
September	<ul style="list-style-type: none"> <li>Future Utility Revenue Model Framework &amp; Analysis (by Karen Lefkowitz)</li> </ul>
Ongoing	<ul style="list-style-type: none"> <li>Regulatory White Paper, Panel Discussions, Roundtables &amp; Utility Presentation</li> </ul>

**SAVE THE DATE!**



*December 8th-9th*

*(Thursday & Friday)*

**DOUBLETREE BY HILTON MCLEAN TYSONS  
MCLEAN, VA**



**BEYOND THE METER (BTM)  
WORKING GROUP  
1ST ANNUAL MEETING**

**HOSTED BY**



**ALARM.COM**



**You are invited to join 50+ senior utility and vendor executives for two days of visioning and interaction around the future of all things beyond the meter; Plus a tour of the Alarm.com HQ and a group excursion to the Alarm.com smart Demo House in Falls Church, Va.**

*More details to come!*

*Contact [crogers@defgllc.com](mailto:crogers@defgllc.com) with inquiries.*

**FirstEn**

# DEFG

Customer Insights & Advisory Firm

An **E Source** Company

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*DEFG, An E Source Company, is a customer insights and advisory firm in the utility space. Through collaborative research, data analysis and peer-to-peer networking, we help our clients achieve ways to better serve their customers.*