



Beyond the Meter Working Group Scope & Prospectus

Utility Version Dated April 18th, 2022

What is Beyond The Meter (BTM)?

ELECTRICAL WORLD
NOVEMBER 11, 1922

Meter Readers, Truckmen and Linemen Sell Washers

According to telegraphic advices from Portland, Ore., the Pacific Power & Light Company, with operating headquarters in Portland, conducted a most successful washing-machine sales campaign during October. The company serves about 24,000 residential customers in seventeen smaller communities in Oregon and Washington and, although electrical devices are already well distributed in the community, 855 more washers were sold during the month in this campaign. The best previous month's record on the Pacific company's system was in October last year, when 236 washing machines were sold.

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.

Beyond The Meter (BTM) Working Group

Utilities increasingly need to leverage their customer base for growth and future earnings. Beyond The Meter (BTM) is a proven partnership model with vendors to bundle together products and services in order to create greater value for the customer and revenue for the utility.

The BTM market is estimated to be worth almost \$600B and growing at 17% annually. Utilities have a direct link into every home coupled with a high degree of trust and loyalty. Utilities are in a unique, and highly desirable, position to provide value-added services while saving homeowners time and money.

We hope you will join us as a member of the BTM Working Group and help shape the future of all things Beyond The Meter.



Jamie Wimberly
CEO
DEFG
Customer Insights & Advisory Firm

Why Now?

Utilities have been offering value added services for 100 years to generate additional revenue. BTM programs include home repair & maintenance, smart home / alarm technologies, solar panels, EV chargers and home battery storage. In just 5 years, 40% of utilities have already adopted a marketplace site.

While many leading utilities have already launched BTM programs with great success, many others are just beginning to evaluate these programs. Yet, there's been no place for utilities to come together to collaborate and share experiences. The BTM Working Group is intended to directly facilitate the market growth of BTM offerings and increase revenue opportunities for our members.



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:



BTM Working Group Differentiator

The BTM Working Group is an initiative of the Utility Customer Research Consortium (UCRC), bringing together senior executives (VP or above) from 30 of the leading utilities and vendors in North America. The utilities in the UCRC serve over 70 million customers.

- ✓ Like with the UCRC, the BTM Working Group is designed to facilitate peer-to-peer networking and collaborative research
- ✓ The scope represents a full year of ongoing research and member interactions
- ✓ The only organization to specifically focus on the growing BTM and home services market in the utility sector
- ✓ Helps utilities to better understand the short and long-term benefits
- ✓ Allows utilities to fast track BTM roadmaps as well as new or existing journey mapping

BTM Group Deliverables

The BTM Working Group offering includes:

- Facilitated peer-to-peer interactions, including an annual in-person meeting per year and webcasts
- Collaborative research initiatives, including in-depth analysis, research findings and workshops/ webcasts
- Member presentations and case studies
- Ongoing trend analysis and new product evaluation
- Annual survey reports and findings: customer and industry
- Key performance indicators analysis and evaluation
- Ongoing research on utility-vendor models and performance
- RFP templates and recommendations
- On going networking access to all other UCRC BTM members

BTM 2022 Schedule:



Month	Event
January – March	<ul style="list-style-type: none">• Member Onboarding and Interviews
March	<ul style="list-style-type: none">• 2022 Official Kickoff Webinar (March 2nd)
April	<ul style="list-style-type: none">• (April 21st) BTM Roundtable Discussion (Utility Only)• (April 20th) BTM Roundtable Discussion (Vendor Only)
May	<ul style="list-style-type: none">• National BTM Consumer Survey• BTM Market Landscape Analysis & Review
June	<ul style="list-style-type: none">• BTM Vendor Panel (Public Facing)
July	<ul style="list-style-type: none">• Future Utility Revenue Model Framework & Analysis
Ongoing	<ul style="list-style-type: none">• Utility Presentations
TBD	<ul style="list-style-type: none">• Regulatory White Paper & Panel
Q3 – Q4	<ul style="list-style-type: none">• Planning in Progress

Commitments and Pricing



Tiered Annual Membership Fee (By OpCo)

- Large Utility (Over 1 million meters): \$12,500
- Medium Utility (200,000 – 1 million meters): \$10,000
- Small Utility (Under 200,000 meters): \$7,500



Interactions

- Annual in-person meeting (Fall of 2022)
- Webinars every 6–10 weeks; no restriction on number of participants



Deliverables

- The membership fee covers everything in the prospectus, including all the deliverables and interactions
- All members will have access to any research, presentations or analysis conducted by the BTM Working Group.



Requirements

- Primary representative at executive level (Director or above), supported by unlimited number of team members; Participation in industry survey; Updates on your BTM initiatives

Contact

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DEFG 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.