



Vendor Roundtable

April 20th, 2022

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.

Overview of “Beyond The Meter” Working Group

The BTM Working Group 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 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
Annual Event (Q4)	<ul style="list-style-type: none">• Planning in Progress

BTM Vendor Roundtable Agenda



- I. Overview and Update of Beyond the Meter (BTM) Working Group
- II. Introductions
- III. Vendor Roundtable Questions
- IV. Next Steps

It's our commitment to provide our current, and prospective, BTM vendor members with great value and a significant return on your investment. Our primary objectives today are learning how best to expedite sales opportunities with utilities and to begin developing potential partnerships between the vendors.

BTM Working Group Utility Members



BTM Working Group Vendor Members



Please introduce yourself and provide a snapshot of your company and BTM offering.

Vendor Questions:



- What would be most useful to you, and your company, from a marketing / sales perspective? In other words, what does a “win” look like for you by the end of your first year as a BTMWG member?
- Putting aside your company interests, what would be most useful to drive the BTM market forward overall?
- What is it going to take for improved vendor / utility partnerships in the BTM space?
- What are some additional things that we could do throughout the year to help you better connect with utility prospects?



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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.

