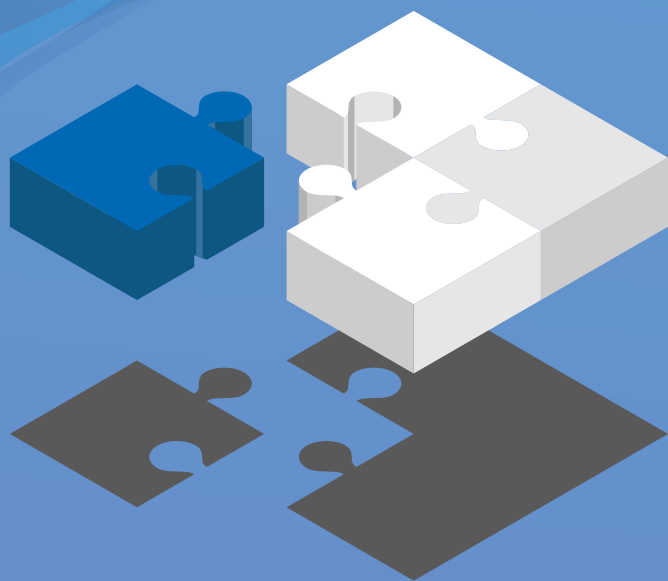


Data. Insight. Results.

The power of the **Energy Smart Cloud**
for energy providers & beyond.



DATA IS PRECIOUS.

The time to adapt is now.

World events are shifting global energy markets. The demand for energy transition continues to accelerate. Rising inflation requires energy providers to question how to deliver more affordable energy in a turbulent marketplace.

At the same time, large-scale opportunities are abundant thanks to the US Inflation Reduction Act and the UK's Power Networks Flexibility Tender - for those who are ready to adapt. It's clear that to prepare for this rapidly evolving marketplace change is needed.

A major catalyst for change is who can convert their data into results - creating efficiencies and cost savings. The demands of the energy transition require energy providers to offer more flexibility and insight - which is only possible with technology capable of handling, harnessing and making sense of that data to deliver outcomes.

It's essential that companies who lead with both technology and expertise **work together to solve** the growing crisis in the energy market.

Unfortunately, innovative technology solutions are often fragmented and hierarchical, specialized to segments like billing or forecasting. Alternatively, some providers offer weaker coverage across a wider section of the market. This creates a 'control gap', where a lack of holistic unity forces providers to combine different solutions from different providers. Energy providers then must manually create bridges between applications and data to complete critical processes; often with suboptimal results.

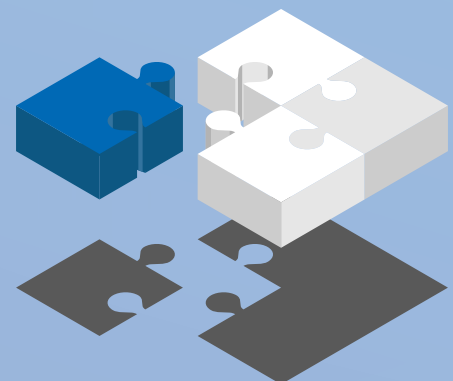
Any new ecosystem introduced to energy providers must achieve clear objectives - like keeping energy competitive, profitable and hitting carbon footprint targets.

ENERGY INVESTMENT
WILL REACH

\$2.4
TRILLION

THE INFLATION REDUCTION
ACT CONTAINS

\$394
BILLION OF NEW
SPENDING



INSIGHT IS INVALUABLE.

Do you know what your data is worth?

Market participants are expected to navigate through this transformational industry change - and create their own energy ecosystem to drive growth as we accelerate the energy transition with Net Zero objectives.

Alongside the challenges of introducing new technology, energy providers and utilities must leverage and understand their data at an atomic level to drive revenue and a lower cost to serve.

Optimizing any operation needs analysis across a wealth of energy data sources (both internal and external) - covering load forecasting, weather, wholesale costs, network constraints and much more.

Being able to clearly identify the opportunities this data provides will **enable cost savings for business and consumer.**

Combining data with analytics

Whether refining your risk management strategy, making well-informed business decisions or building customer insight, clean and accurate data is required as the foundation to get there.

ESG is the energy market's most widely used SaaS company, and as provider of market and meter data across three global continents (US, UK and Japan), we recognize the importance to provide clean and accurate data as it empowers energy decision makers to adapt to Net Zero. We also recognize that we need best in class solutions to deliver those outcomes.

That's why we've partnered with Innowatts to create the Energy Smart Cloud that combines data management with data analytics.

90%
OF THE
WORLD'S
DATA
HAS BEEN
PRODUCED
IN THE LAST
2 YEARS

US CHAMBER OF
COMMERCE

RESULTS ARE PRICELESS.

The Energy Smart Cloud

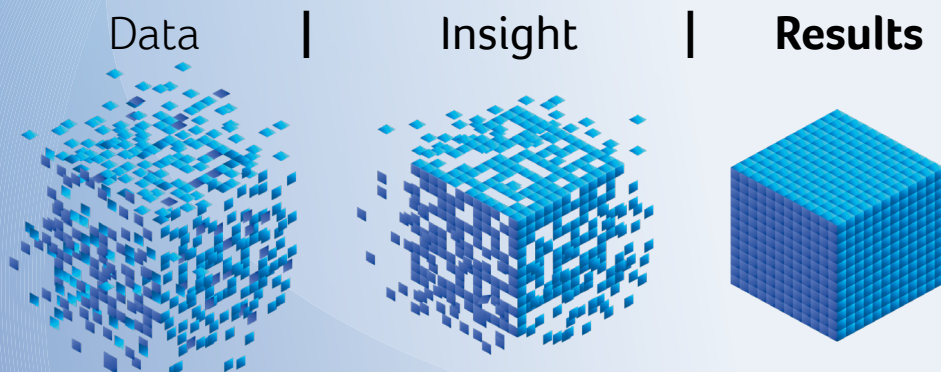
ESG with Innowatts creates a competitive advantage by managing the complexity that data introduces by combining algorithmic analysis and rich business logic. This logic and analysis ‘sits on top’ of transaction and customer data across markets and participants. Think of this as the **DNA of your operations.**

Collecting, identifying and harnessing the flow of **data** allows us to accelerate its potential with machine learning capabilities. This provides a multitude of use cases that help meet the growing requirements of actionable insights. It is this **actionable insight** that creates opportunities at operational and strategic levels - across their entire business leading to real-time results for all your customers.

We aim to reduce the demand on resources and regulatory risk while improving operational efficiency - with clear, defined, actionable results with the Energy Smart Cloud.

For example, to understand the characteristics of an individual meter, our Energy Smart Cloud’s core analytics will analyze historical AMI data (interval, time of use) and apply robust machine learning algorithms. This real world data is combined with business logic data elements to **produce a highly reliable load forecast to dynamic rate plan insights.**

The Energy Smart Cloud is the fusing of transactional, meter, and billing data with machine learning intelligence powered by Innowatts that leverages ESG’s best in class transactional and billing capabilities to drive strategy, deliver results, and optimize decisions for your organization.



FROM DATA TO DECISIONS.

The Energy Smart Cloud is a single source of truth

A single source of truth allows us to create insight from actual energy consumption, customer-level load disaggregation and predictive clustering models. We use data gathered from millions of meters to convert usage and customer attribute information into machine-learning decisions. This insight can then be harnessed across your entire business.

Create a precise load plan that learns from near-term demand signals and influencing variables to mitigate imbalance charges. Understand evolutionary trends like decarbonization, the impact of weather conditions, flexible pricing events and peak shift demands.

Influence customer usage to benefit greener energy usage on the road to Net Zero. Reduce your carbon footprint by recognizing sustainability trends and insights, giving you the power to influence customer usage for greener energy.

Reduce your bottom line - reduce forecast variance, imbalance charges, customer churn and create FTE and OPEX savings. This lower financial risk leads to a lower cost of capital, allowing you to efficiently redeploy across your business.

Enhance consumer engagement that promotes price reduction with consumer profiling. Customized communications mitigate bill shock and highlight high-risk customers to help reduce churn across your consumer base.

**\$7-10
SAVINGS**
PER METER/YEAR

**\$25-50
METER/YEAR**
AVOIDED GENERATION, CAPEX, CO2

**\$1000
INCREASE**
ELECTRIFICATION
REVENUE

10%
IMPROVEMENT IN SAIFI

The possibilities of applying AI data to customer, meter and industry data are limitless -
harness the power of your data.



THE POWER OF YOUR DATA.

Leverage Industry data to drive tangible, financial results

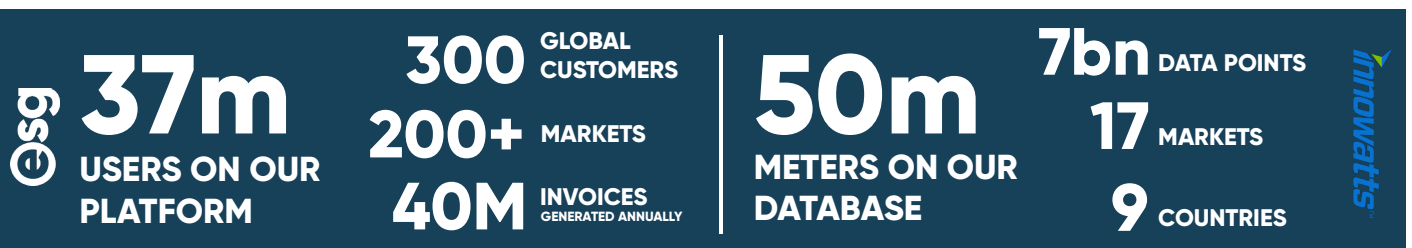
We have used our experience, knowledge and insight to help energy companies everywhere understand their customers, run their businesses, and plan for the future with confidence.

ESG is the energy market's most widely used SaaS company.

Our Smart Energy Cloud simply helps you gather better data, clean and transform the data to understand it more completely to deliver the insights when you need them most.

We believe that your data is precious, that insights drawn from that data are invaluable, and that the results you get from better decisions, based upon those data and insights are priceless.

We're experts in gathering, storing and harnessing the power of your data.



Book An **Energy Smart Cloud** Demo

Visit our website
esgglobal.com/energy-smart-cloud

Email Us
power@esgglobal.com

Fireside Chat:
[Click here to watch](#)

