

CustomerIQ™ 2.0



CustomerIQ provides significant benefits to both utilities and their customers

Utility Benefits

- » Provides cost-effective customer engagement to ensure the acceptance of smart meters
- » Supports regulatory requirements to provide customer value at the start of a smart meter rollout
- » Creates energy-aware customers to better manage peak demand and improve energy efficiency
- » Increases customer participation and retention in utility programs

Customer Benefits

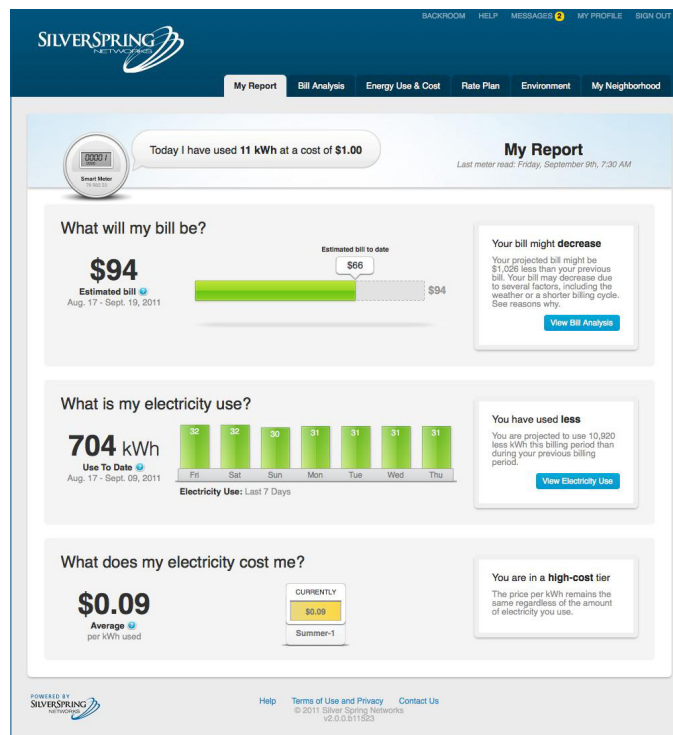
- » Details personal energy consumption patterns through interactive reports and analysis
- » Reveals how usage decisions affect energy bills and the environment
- » Explains utility rate plans and charges, and identifies opportunities to save money

Delight your customers by empowering them to manage their usage and costs

The Silver Spring™ Smart Energy Platform combines network infrastructure, software, and professional services to enable a range of smart grid applications. Consumer engagement is critical to realizing the full potential of the smart grid, and CustomerIQ™ provides the ideal vehicle for you to inform and empower your customers.

Today utility customers receive a monthly bill with little or no insight into how they consume energy. With Advanced Metering Infrastructure (AMI)

rollouts, utilities have a unique opportunity to improve their relationship with their customers by providing them with a deeper understanding of their energy usage and costs. The CustomerIQ customer engagement platform makes it easy and cost-effective for utilities to provide timely and actionable energy information to every utility customer. CustomerIQ empowers both residential and commercial customers to intelligently leverage the smart grid to reduce energy usage, save money, and mitigate their impact on the environment.



The Smart Meter report displays an estimated monthly bill total, the energy amount used to date, and the average price of energy during the current billing cycle.

About Silver Spring Networks

Silver Spring Networks is a leading smart grid networking platform technology and solutions provider. We have connected over 10 million homes and businesses throughout the world with the goal of achieving greater energy efficiency for the planet. Our innovative products enable utilities to gain efficiencies, integrate renewable energy sources and empower customers to monitor and manage energy consumption. Silver Spring Networks' clients include Baltimore Gas & Electric, CitiPower & Powercor, Florida Power & Light, Jemena Electricity Networks Limited, Pacific Gas & Electric and Pepco Holdings, Inc. among others. For more information please visit www.silverspringnet.com.

CustomerIQ™ 2.0

CustomerIQ features a web portal that provides an array of capabilities for residential and commercial customers to better understand and manage their energy consumption and costs:

Standard Energy Awareness features

- » Usage analysis – Presents insights into energy consumption so they can better understand how their behavior patterns affect their usage.
- » Demand analysis – Enables commercial customers to better identify and address costly demand peaks.
- » Cost analysis and bill estimation – Helps customers understand their current energy costs and what they might expect to spend this bill period. Supports all major rate types and calculates fully loaded cost estimates based on all billing determinants.
- » Bill analysis – Helps customers understand why their bill changed from the prior period.

Advanced Energy Awareness features

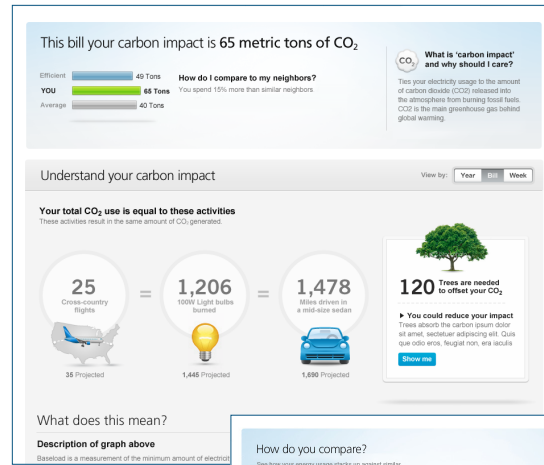
- » “What If” analysis – Enables customers to quickly predict how changes in their usage or rate plan could save them money.
- » Rate explanation – Communicates how rates work through visual tools to alleviate confusion as utilities roll out new dynamic pricing programs.
- » Time-of-day analysis – Breaks down overall consumption to help customers understand how they use energy at different times throughout the day.

Demand Response features

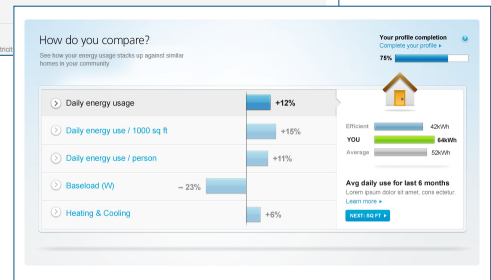
- » Price alerts – Notifies DR participants of upcoming high-price periods.
- » UtilityIQ Demand Response Manager support – Integrates out-of-the-box with DR software for event signaling.

Communication options

- » Energy reports – Delivers a weekly energy report to customers via e-mail.
- » Mobile browser support – Provides a mobile interface for users to manage their energy via their smartphone.



CustomerIQ provides tools for customers to reduce consumption, save money, and help the environment.



Customers can access their energy data on their smartphone.



CustomerIQ™ 2.0

Customer engagement for all

Successful smart grid projects require broad consumer engagement from the start. Unlike other consumer engagement platforms, CustomerIQ supports not only residential customers but small/medium businesses and commercial customers as well. Commercial support includes analysis of information specific to these customers such as demand charges and load factor. With this tailored information, CustomerIQ enables utilities to extend the benefits of the smart grid to this critical customer segment. Utilities can offer CustomerIQ even to their customers still on legacy meter reading systems, giving them daily information into their consumption. The platform simply grows in functionality when customers get the more granular data supported by smart meters.

Flexible back-office integration and administrative access

CustomerIQ ties into existing utility customer information systems (CIS) and billing systems. The web portal can receive meter data from either a utility's meter data management or AMI head-end system. When deployed with the Silver Spring UtilityIQ back-office software, CustomerIQ can offer a much more timely view, directly relaying the meter reads from UtilityIQ Advanced Metering Manager to the CustomerIQ portal. Out-of-the-box integration with UtilityIQ Demand Response Manager enables utilities to communicate consistent pricing and event information to DR participants.

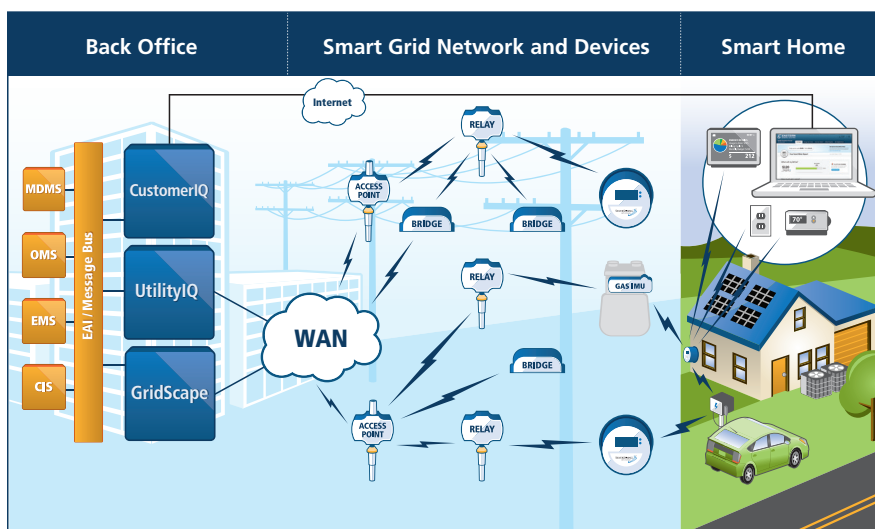
CustomerIQ provides multiple administrative roles and views to support the diverse groups within a utility that need access to the system. For example, utility customer service representatives can log in to respond to customer calls. In addition, CustomerIQ provides rich reporting capabilities so that utilities can track and analyze customer use of the portal.

Customizable, scalable, and secure

The CustomerIQ web portal can be easily tailored to match the utility's web brand and has been architected to accommodate millions of users. Silver Spring is deeply committed to securing customer information and protecting customer privacy. CustomerIQ uses multiple layers of protection to secure all personal information against unauthorized access and disclosure.

Services for CustomerIQ deployments

Consistent with all of its offerings, Silver Spring offers a complete set of services to take the project from conception to conclusion or to augment existing staff at a utility. For utilities that already have deployed a Silver Spring AMI solution, CustomerIQ offers streamlined deployment through pre-integration with the UtilityIQ software suite. Silver Spring operates and maintains all the servers hosting the CustomerIQ platform as well as the network and application infrastructure supporting the web portal.



An advanced, IP-based network enables the smart grid—from the data center to the customer premise.