



SURVIVAL OF THE FITTEST: DATA ANALYTICS AND EVALUATION

August 12, 2015

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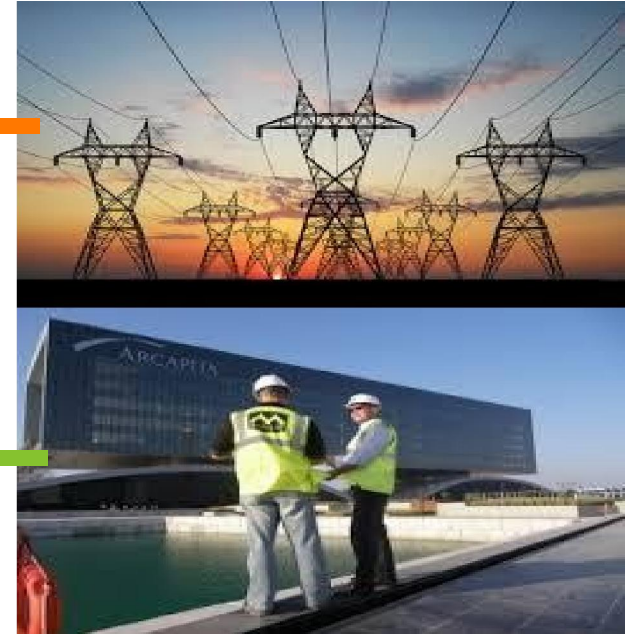
CUSTOMER INTELLIGENCE PLATFORM FOR THE ENERGY INDUSTRY



We harvest the power of
Energy Meter Data....



...to deliver
Customer Intelligence
via 'zero-touch' analytics...



...to help Utilities & Service
Providers **Engage Customers**
and Meet Energy Efficiency
Program Goals at scale.

EXAMPLE CUSTOMERS

INTELLIGENCE FOR OVER 1.5M ACCOUNTS

25+ UTILITY AND GOVT CUSTOMERS

US, CANADA AND EUROPE



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POV: THE VALUE OF ANALYTICS ACROSS THE DSM PROCESS

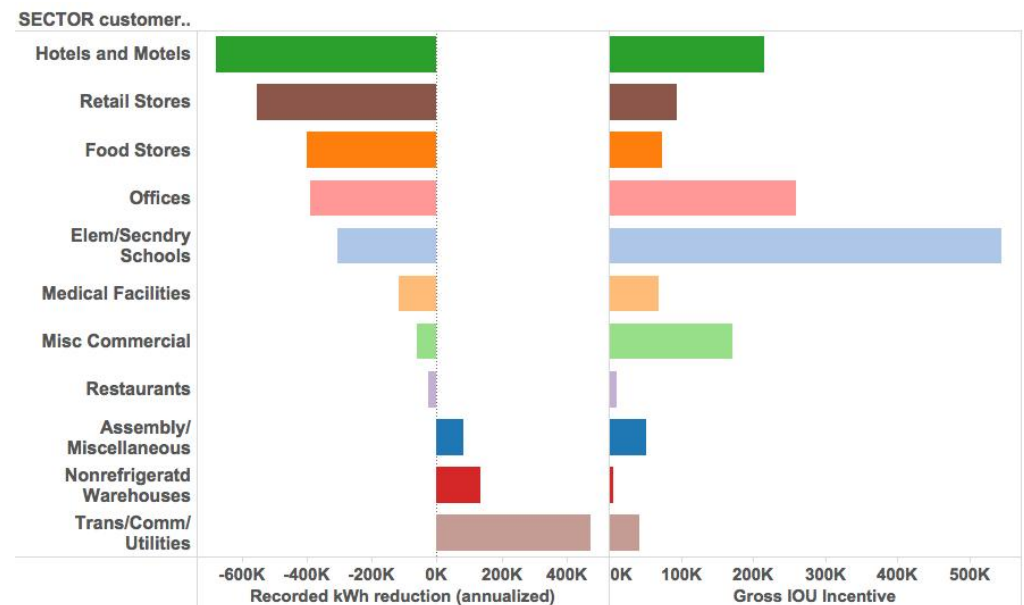
- FirstFuel's core analytics provide value in M&V applications that extend throughout the energy efficiency and demand side management process chain.
- Analytic M&V solutions for residential and commercial markets should not be mixed together.



POV: THE PLACE FOR ANALYTICS IN EM&V

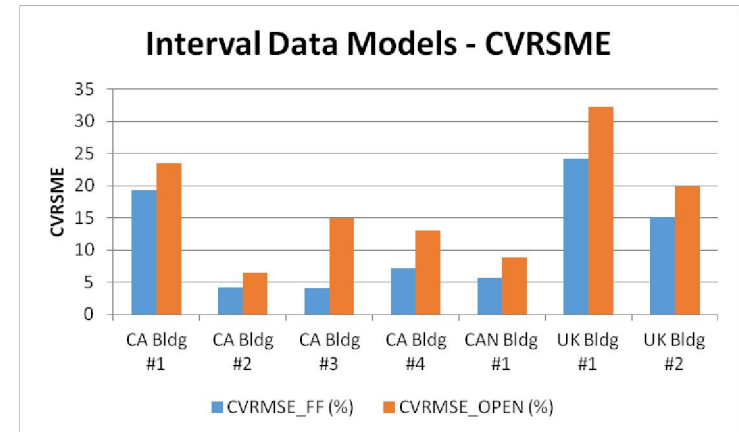
- Analytics can supplement but never replace current regulatory EM&V methods.
- Smart mix of conventional and analytics based methods can reduce the overall cost of delivering EM&V.
- EM&V community needs to come to an agreement on how best to use analytics in a regulatory framework.

Annualized Savings vs. Incentive Paid

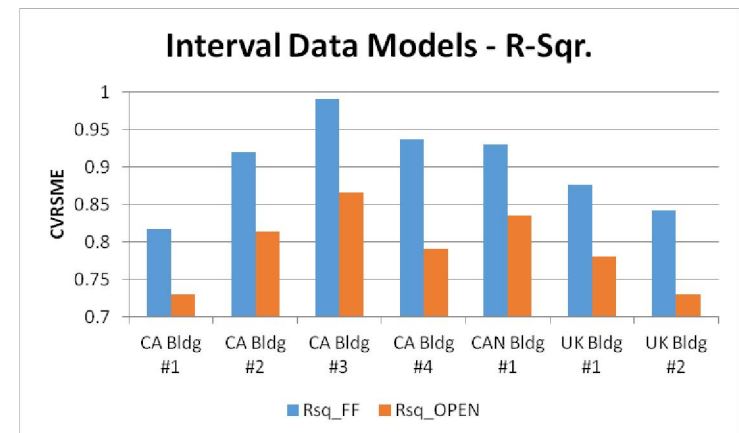


POV: PROPRIETARY MODELS VS. OPEN SOURCE MODELS

- Open Source models often lack the required accuracy for M&V for EM&V purposes in all but the deepest commercial retrofits.
- Proprietary models developed specifically for commercial applications are highly advanced, providing value beyond just predictive accuracy.
- Proprietary models deserve a place in the best practices for the use of analytics in EM&V.



NMBE both models ~ 0



FF vs. Top Open Source Interval Data
(recent LBNL study)

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