UTILITYAPI

Five Simple Ideas about Utility Data Sharing Done Right

And Four Real Life Examples:

National Grid, New York's Green Button Connect
Fort Collins Utilities' MyData
Peninsula Clean Energy's Data Connect
The Silicon Valley Clean Energy Data Hive

Data sharing — if done well — is a bridge to the energy ecosystem future, where everything and everyone is connected (including thousands of local innovators).

Utility customers are *already* happily giving their data to these innovators. They're just shutting utilities out of the conversation. With a proven, mature data sharing solution, utilities could be the hub through which all these conversations happen, no matter how the future unfolds.

SILICON VALLEY CLEAN ENERGY

Silicon Valley Clean Energy (SVCE) realized early on that data sharing paved the path to their future. They were first in line to build a system that has become a model for utilities across North America. SVCE partnered with UtilityAPI to build their "Data Hive" in order to make starting clean energy projects quicker and easier by providing instant, authorized and secure access to standardized energy data.

160 Third Parties Registered; No Hassles

The SVCE Data Hive minimizes both the cost and hassle of getting authorized access to customer data. Two years after their launch, over 160 third parties have registered to use the Data Hive to get customer utility data for their energy efficiency and decarbonization work.

Internal Benefits

SVCE has capitalized on internal benefits from their Data Hive as well.

GridShift, an internal program powered by ev.energy, helped SVCE customers save money (an average of $24/month) and lower their carbon emissions by optimizing their EV charging according to their time-of-use electricity rate and California's electricity generation mix. ev.energy relied on data from the Data Hive to determine the best time for customers to charge their EVs. Without standardized, easy to access data from the Data Hive, popular internal programs like GridShift could not exist.

UtilityAPI has seven years experience building data access platforms that customers love and use. **Here's what we've learned:**

1 | Customer demand is skyrocketing

Customers want to do their part to fight climate change (and to save money while doing it). Poor (or non-existent) customer data access can significantly repress demand. But the demand IS there. And it's growing. A great data sharing system will unleash it.

In California's experience, interest in utility data for demand response programs lagged at the start. Why? Poor user experience.

The data sharing platform was clunky and awkward. Customers and third parties will use non-standard alternative ways to get customer data when standard ways don't exist or are too hard to use.

In the beginning of 2018, UtilityAPI redesigned the data access platform. When the revised platform was released, demand shot up. Californians started using "click-through" extensively.

Number of Customers using GBC/Click-Through in California
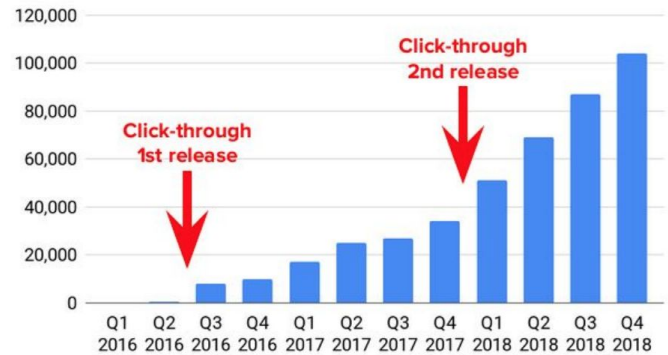
When UtilityAPI builds it right, users will come — if you implement a high quality data sharing system from the start, you will encourage even greater customer usage. Without a well-designed, easy to use utility data sharing program, innovative demand response companies in California wouldn't be able to do what they do.

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2 | Safe, easy consent exists

A safe, mature, standardized, user-friendly way to obtain customer consent online truly exists. It's called OAuth 2.0. Many industries already use it.

Good data exchange platforms also use OAuth 2.0 for their consent mechanisms at scale. It's both transparent and easy-to-use.
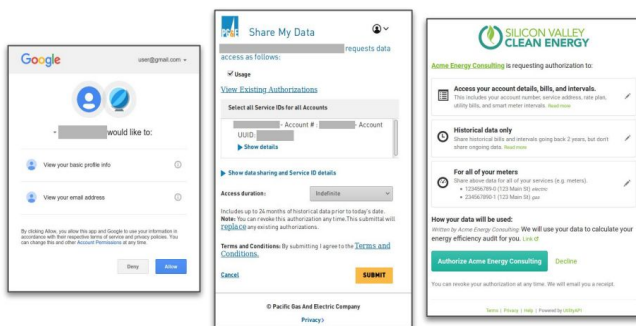
3 | Secure data transfer, just like at your bank

UtilityAPI's data sharing platforms use encrypted, authenticated connections for transferring data. This is the same level of security as your bank's website (HTTPS)

Third parties gain access by using secure, controlled, traceable API access tokens. If a customer revokes access to their data, the third party is instantly cut off.

4 | Transparency and innovation are friends

The U.S. Department of Energy's DataGuard privacy standards let third parties provide transparency around their scope of use without restricting innovation.

It's simple. The scope of use disclosure can be embedded into OAuth 2.0 consents (see #2). Authorization receipts include the third party's scope/s of use.

Customers can feel confident about what their data is being used for.
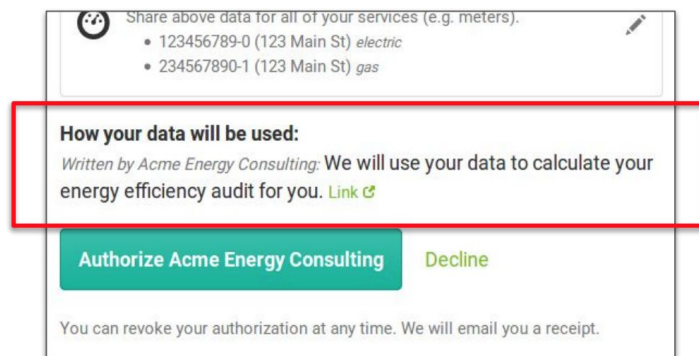
5 | Good data access systems adapt (so you don't have to)

Flexible, customizable data sharing platforms can be built *on top of* existing utility data structures. No one needs to change CIS/MDM vendors or billing systems.

Similarly, no utility needs to build in-house systems or set up one-off contracts, unless that's really how you want to spend your time. If your data access system functions similarly to others, it's easier to onboard third parties and they'll need less customer support.

That's it! Five simple thoughts:

1. **Good UX unleashes demand**

2. **Safe, simple consent**

3. **Secure data transfer**

4. **Transparency builds trust**

5. **Good platforms adapt to <u>you</u>**

If you'd like to discuss or know more about any of these thoughts, we'd love to hear from you: info@utilityapi.com