



New data in residential and commercial energy markets

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Southern California Edison



New Program Development & Launch
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An Edison International Company – Serving Customers for 125 Years

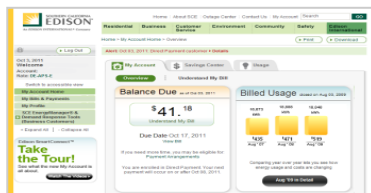
Serves a population of more than 14 million people in a 50,000 square mile area of Central, Coastal, and Southern California

Southern California Edison



Evolution of SCE Customer Data Presentment

My Account



2012/2013

2011

Enhanced Interactions

Enhanced Billing & Payment,
Customized Price, Usage and
Cost Information

2010

Basic
Transactions
Billing and Payment

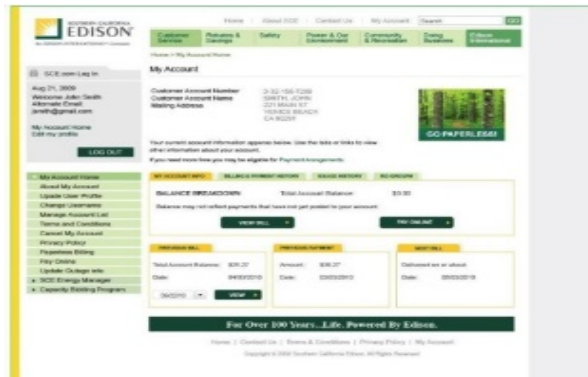
My Account



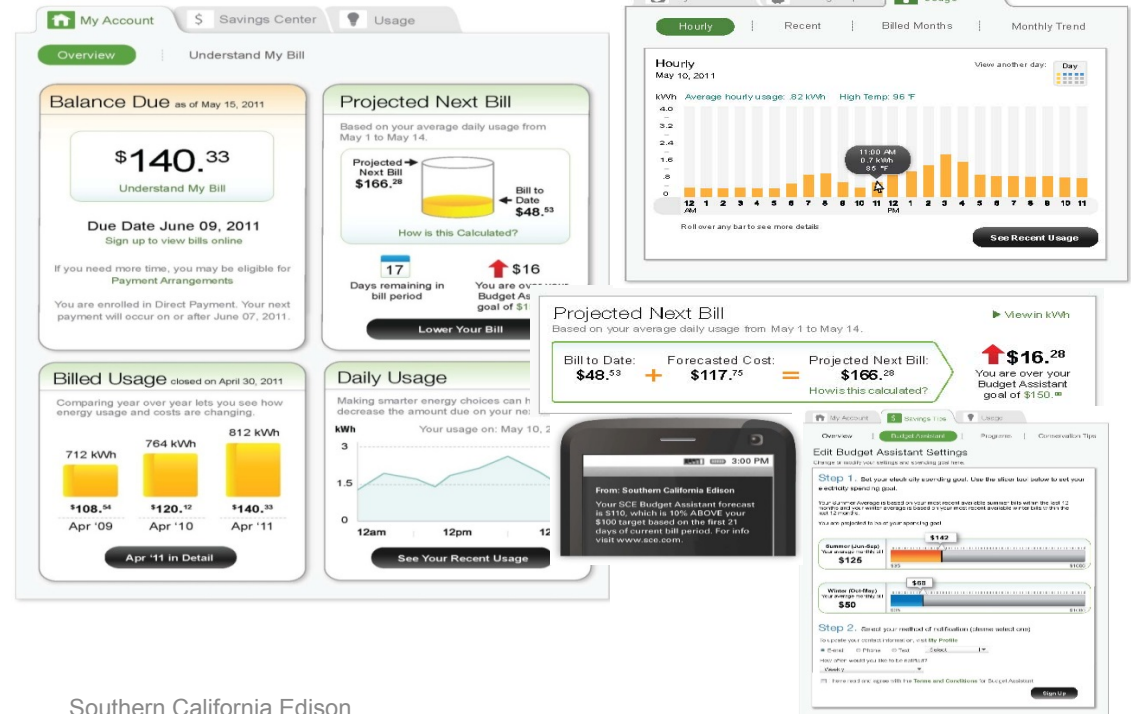
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2010 and 2011

My Account 2010



My Account 2011



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Evolution of SCE Customer Data Presentment



- **2010**
Basic Transactions
Billing and Payment



- **2011**
Enhanced Interactions
Enhanced Billing & Payment, Customized Price, Usage and Cost Information



- **2012/2013**
Expanding Engagement
Home Area Networking, Green Button, Mobile Outage Reporting and Information & Reporting, SCE.com Re-platform



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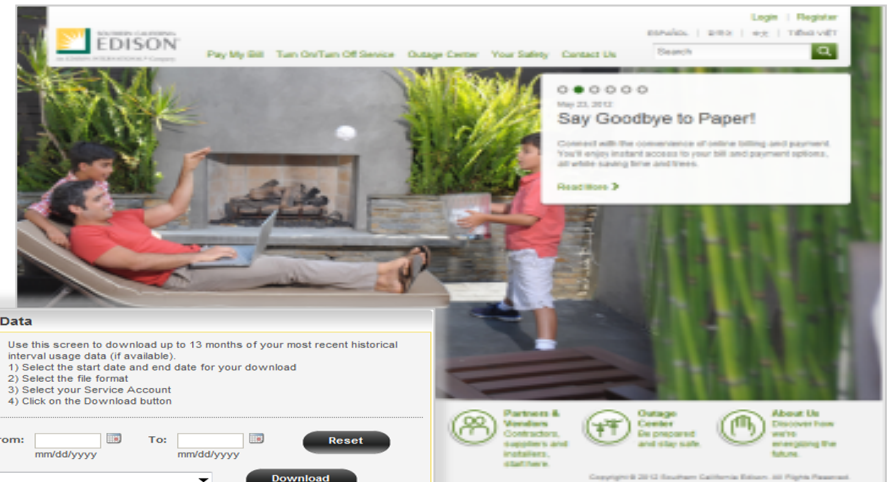
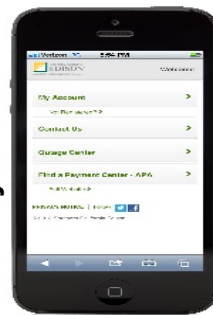
2012 and 2013



Mobile Outage



Mobile My Account



My Green Button Data

Use this screen to download up to 13 months of your most recent historical interval usage data (if available).

- 1) Select the start date and end date for your download
- 2) Select the file format
- 3) Select your Service Account
- 4) Click on the Download button

Select Date Range: From: To:

Download Format:

NOTE: If you select "XML Format" please click "SAVE" when your browser prompts you to do so.

Your download will contain interval usage data that is currently available for your selected Service Account. Based on how our systems process and categorize usage data, your download may contain usage data of the following types: actual, estimated, validated or missing.



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SCE Customer Data Presentment – Today

● 2014

**Creating New Value
and Customer Choice**




2015

Simple and Seamless



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2014



EDISON
 ENERGY SERVICES
AN ILLINOIS POWER COMPANY

You're Off Target

Your SCE account ending in x-8272 located on AIRPORT RD is forecasted to exceed your monthly spending goal.

Your next bill is currently projected to be \$429. That's \$179 OVER your monthly spending goal of \$250.

Your bill-to-date for the current billing period is estimated at \$114 with 22 days remaining in this billing cycle. This means there is still time to reduce your current rate, your projected kWh usage of 1867 is broken down as follows:

| Peak Hours | kWh | Percentage |
|----------------|------|------------|
| Mid Peak | 1087 | 58% |
| Off Peak | 400 | 22% |
| Super Off Peak | 400 | 22% |
| | 1867 | 100% |

By monitoring your demand and reducing your Peak energy usage, you can help lower your bill. Learn more about your rate and find savings tips on how your business can save by visiting [Money Saving Tips > For Your Business](#)

To edit your spending goal and alert preferences, please visit to [My Account](#).

[Log in to My Account](#)

To learn how Time-of-Use rates work and how they may impact your business, visit [www.sce.com/TOU](#)

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My Account
 Savings Center
 Usage
 Demand

Overview
 Budget Assistant
 Rate Analyzer
 Conservation Tips

MY CURRENT RATE

MY ELIGIBLE RATES

General Service 1
 Time-of-Use-B Plan

Time-of-Use-A Plan

\$476
 Avg. per Month

\$368
 Avg. per Month

\$459
 Avg. per Month

Time-of-Use-B Plan (EON-GS-A-B SCF) General Service 1, Time-of-Use-B Plan, Option B may help your small-sized business save money if you have low energy usage during peak hours, or if you can shift usage to off-peak hours. View Rate A and Rate B

Estimated Annual Cost

| Winter | Summer | Annual Total |
|---------|-----------|--------------|
| \$2,813 | + \$1,612 | = \$4,425 |

Estimated Annual Savings: \$1,291

Are you ready to Enlight?
 Change Plan

My Account | **\$ Savings Center** | **Usage** | **Demand**

Overview | **Understand My Bill** | **Rate Analyzer**

Understand My Bill - Usage

Your plan is based on time of use. Your cost per kilowatt hour used varies according to time of usage. Rates are generally lowest after 6 p.m. and before 10 a.m.

Billing Period : Jan 13, 2015 - Feb 11, 2015
Total Usage 4,647 kWh

| Category | Percentage | kWh |
|----------|------------|-----------|
| Mid Peak | 65.4% | 3,039 kWh |
| Off Peak | 34.6% | 1,608 kWh |

Mid Peak ■ Off Peak ■

[See Peak Timings](#)

[Learn More About Demand](#)

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Create an SCE.com User ID and get access to helpful tools, tips, and resources.

Step 1. Create an SCE.com User ID.

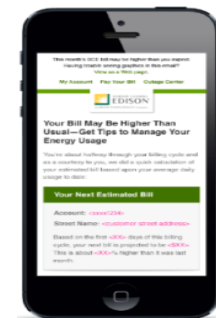
☐ I would like to receive occasional email updates from SCE

[illegible]

My SCE App



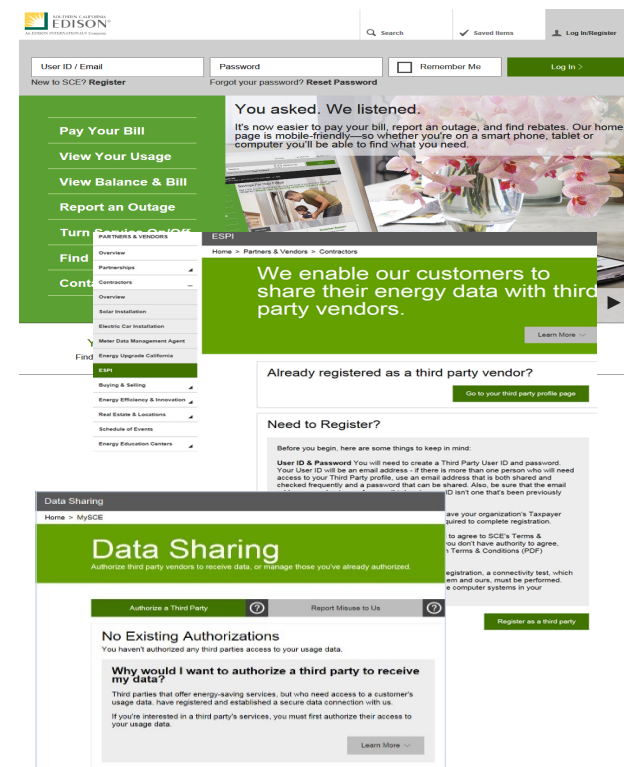
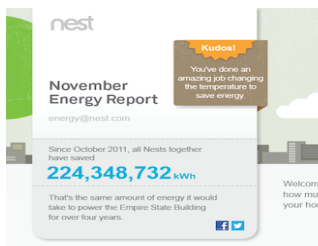
High Bill Alert



2015 and Beyond



Demand Response App



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Making Energy Simple Again

Lessons Learned and Key Take Aways

- Security and privacy should always be at the top of mind
- Create moments that matter for our customers (Getting the right information, in the right way, on the right platform, at the right time)
- Adaptability and flexibility are important
- Leverage partnerships
- Scalability
- Consider technology platform and end use



QR codes handed out
that links the Idea submission
page

Thank You



**Have an idea to help us save energy,
reduce demand, or improve operations?**

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Let us know!

visit
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to share your idea



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