

A photograph of a rural landscape. A paved road with a yellow dashed center line stretches from the foreground into the distance. On the right side of the road, a series of wooden utility poles with power lines recede into the background. The background features rolling green hills under a clear sky.

Electric Cooperative Utilities

Deliver Value to Your Members with Demand Response Programs

An electric cooperative utility must continually provide reliable electric service to consumers at a competitive price. Faced with increasing wholesale demand charges, electric cooperative utilities can reduce peak energy demand by implementing a demand response (DR) program, such as direct load control or critical peak pricing (CPP).

By lowering energy usage during peak periods, electric cooperative utilities can significantly lower their energy costs and pass those savings on to their members.

A demand response program can help your utility:

- » Lower demand charges
- » Improve system reliability
- » Contribute towards CO2 emission reduction goals
- » Create more satisfied, engaged members
- » Understand load reduction potential with more precision
- » Better prioritize allocation of investment opportunities in new infrastructure

DOES A DR PROGRAM MAKE SENSE FOR YOUR ELECTRIC COOPERATIVE UTILITY?

Experience teaches us that customer participation in demand response (DR) programs results in more fully energy-engaged members, increased member satisfaction with their electric cooperative utility and a foundation for building participation in a utility's other energy management programs.

With three decades of experience, Itron can share with you our expertise developing similar DR programs across the country. Before you contract with us, our team members will closely consult with you to ensure that a DR program makes both economic and practical sense for your electric cooperative.



As an NRECA member, Itron is committed to building demand response solutions that benefit electric cooperatives.



Bring Your Own Device

ITRON DEMAND RESPONSE SOLUTIONS

IntelliSOURCE® Express™ is designed exclusively for municipal and cooperative electric utilities which enables you to reliably manage load, and provides a critical, two-way, real-time communication link to your residential and commercial customers. Itron hardware can control the following loads: agricultural pumps, water heaters, heat pumps and air conditioning.

» Software

• IntelliSOURCE Express

Obtain a single operational view into all demand response, distributed energy resources, and energy efficiency programs and automate every phase of mass-market demand management programs.

» Services

• IntelliMARKET®

Depend on Itron's seasoned marketing team to create, execute and manage recruitment strategies targeting customers of all types.

• IntelliSUPPORT®

Streamline your program by enlisting Itron to handle all aspects of installation and customer care for demand response, distributed energy resources, and energy efficiency programs.

• IntelliMEASURE®

Gauge program effectiveness and achieve greater program efficiencies to ensure members get the best return from all programs.

ABOUT ITRON

Itron has delivered successful collaborations with hundreds of electric cooperative utilities. We help you be successful through a dynamic working partnership that focuses on meeting program objectives and achieving high member satisfaction. By working with one vendor with a proven catalog of best practices for program deployment, electric cooperative utilities can achieve a rapid time to benefit and guaranteed results.

For additional information email us at DEM@itron.com
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www.itron.com/DEM

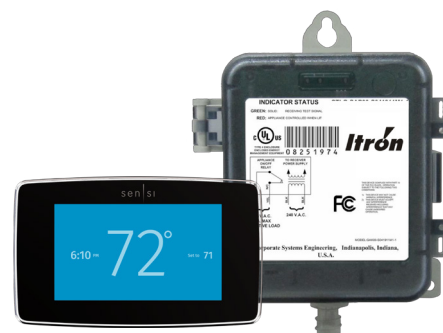
CYBERSECURITY

The threat of cyberattacks continues to grow and many utilities have already been compromised. Legacy load management systems often include outdated and difficult to maintain technologies. As a result, these systems can be more vulnerable to modern cyber-security attacks. IntelliSOURCE Express utilizes today's advanced technologies and is continually updated, tested and certified against cyber-security threats. IntelliSOURCE Express also provides multiple, redundant layers of security for the application, framework, infrastructure and communication.

THE ITRON PORTFOLIO INCLUDES:

» Hardware

- **Multiple Smart Thermostat Options**
Empower members to gain control of energy use through dynamic programmable thermostats, while providing utility a reliable load management device.
- **Multiple Load Control Switch Options**
Control all high-energy use appliances such as air conditioners and water heaters.
- **Bring Your Own Device (BYOD)**
Incorporate member-purchased thermostats into your program.



Itron Direct Install Devices



Join us in creating a more **resourceful world**.
To learn more visit itron.com

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