



# Public Power Utilities

Deliver Cost Savings to Your Customers with Demand Response Programs

Faced with reduced public revenue and tighter budgets, public power utilities are modifying their business in order to continue to provide electric service to consumers at the lowest possible cost. Utilities can cut peak energy demand by creatively employing demand response (DR) programs, such as direct load control or dynamic pricing. With a DR program, public power utilities can significantly lower their energy costs and pass those savings on to their customers.

## **A DEMAND RESPONSE PROGRAM CAN HELP YOUR UTILITY:**

- » Lower energy costs
- » Improve system reliability
- » Contribute towards CO2 emission reduction goals
- » Create more satisfied, engaged energy customers
- » Prevent blackouts and brownouts
- » Increase electricity system delivery capacity
- » Better prioritize allocation of investment opportunities in new infrastructure

## **DOES A DR PROGRAM MAKE SENSE FOR YOUR PUBLIC POWER UTILITY?**

Experience teaches us that customer participation in demand response (DR) programs results in more fully energy-engaged customers, increased customer satisfaction with their public

power 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 demand response 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 public power utility.

## **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 Legacy load management systems often include outdated and difficult-to-maintain technologies.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.

## ITRON DEMAND RESPONSE SOLUTIONS

IntelliSOURCE® Express™ is designed exclusively for public power 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.



*Bring Your Own Device*



*Itron Direct Install Devices*

### THE ITRON PORTFOLIO INCLUDES:

#### Hardware

- » **Multiple Smart Thermostat Options**  
Empower customers 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 customer-purchased thermostats into your program.

#### 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 the best return from all programs.

### ABOUT ITRON

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



An APPA member, Itron provides demand response solutions for public power utilities. For additional information email us at: [DEM@itron.com](mailto:DEM@itron.com)

[www.itron.com/muni-coop](http://www.itron.com/muni-coop)

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