

2022

# INTRODUCTION TO NET2GRID

Unlocking the value from smart meter data



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## 1. Summary

NET2GRID is an AI company that unlocks value from smart meter data



Our mission is to accelerate the energy transition. Meter data insights enable you to harness the energy transition and move to energy services in 4 different ways:

- by helping you to increase customer engagement, reduce churn and lower cost to serve
- by providing relevant marketing insights and Next Best Actions
- by helping to generate new revenue streams with energy services and
- by reducing energy management risk and procurement costs

We provide the most accurate residential energy insights that help you deliver the above benefits.

## 2. Who we are

NET2GRID is an AI company that turns smart meter data into personalized and actionable insights for household consumers to become energy efficient. We were founded in 2011 and have offices in the Netherlands, Greece and since recently, in the US.

We provide a platform that enables energy suppliers to engage with their customers and offer them new services based on the analysis of their smart meter data. We help energy providers reduce the cost to serve, retain their customers and develop new business. We work globally with leading utilities like E.ON, EDP, ENI and EDF.

Our mission is to accelerate the energy transition

We are backed by strong investors Shell, EDP and APG, who help us extend our services and we have forged strong partnerships with AWS, Itron and SAP amongst others, to grow our global footprint.

clients



Founded in 2011

The Netherlands  
Greece  
USA

partners

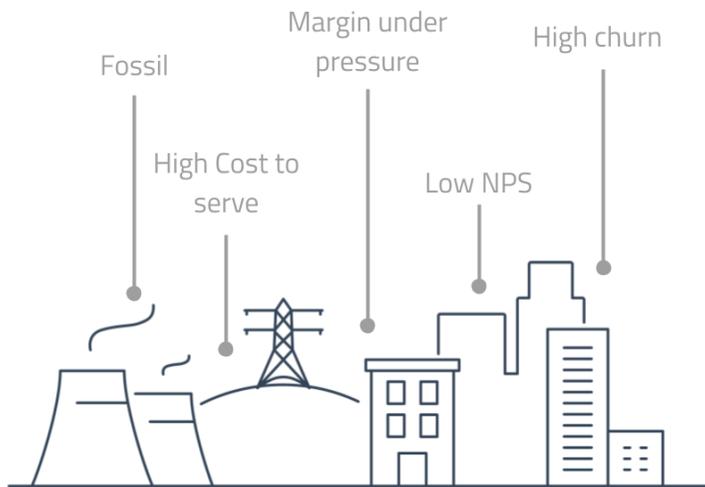


backed by

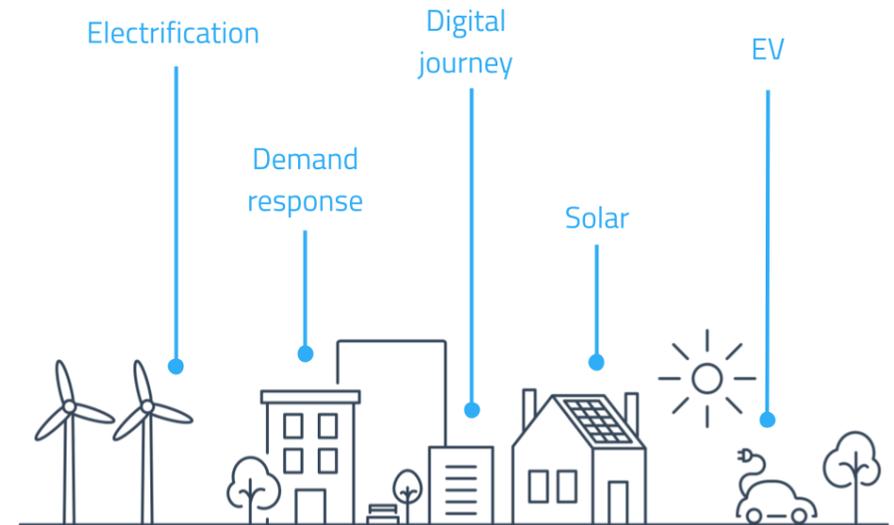


### 3. The challenge

What we find when we talk to customers, is that on top of the energy crisis and other current industry problems, they face persistent challenges in their energy business. Their customer base is declining and margins are shrinking year by year.



We also see that visionary companies make good use of the energy transition. They are starting to offer new energy services to their customers, providing them with innovative services that allow them to grow their revenue.



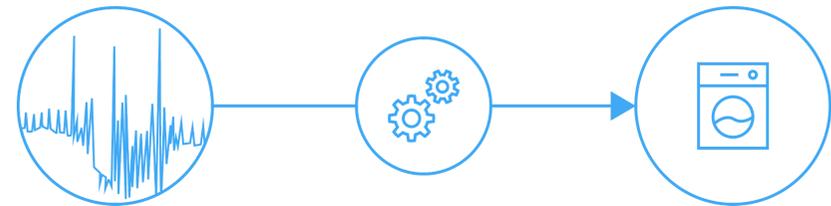
The energy transition is changing the energy business fundamentally. Electrification will accelerate more than 10 times in the next 30 years. This will revolutionize the way people consume energy. Consumers will generate their own solar power to charge their cars and heat their homes, much more than they currently do.

As a result, energy will become more top of mind for consumers and the market for personalized energy services will grow.

To escape the commodity trap and benefit from these new opportunities, you need to improve the profitability of your current business and broaden your product portfolio at the same time.

## 4. Business benefits

Meter data insights enable you to harness the energy transition and move to energy services in four different ways

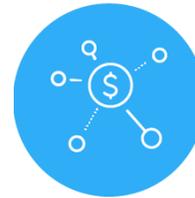


With meter data insights we can help you benefit from the energy transition and broaden your service portfolio with energy services, while boosting the profitability of your current business in 4 different ways:



**Increase customer engagement, reduce churn and lower cost to serve**

By helping to engage your customers and provide them with personalized insights to reduce churn and reduce service calls



**Generate new revenue streams with energy services**

By generating new revenue streams through supporting new energy services like smart charging



**Relevant Next Best Actions**

By delivering marketing intelligence and identifying next best actions for consumers to improve on energy efficiency and increase up- and cross selling



**Reduce energy management risk and procurement costs**

By delivering predictions that help you to improve the accuracy of your demand forecasting and reduce imbalance costs

## 5. Our services





## 5.1 Customer Engagement

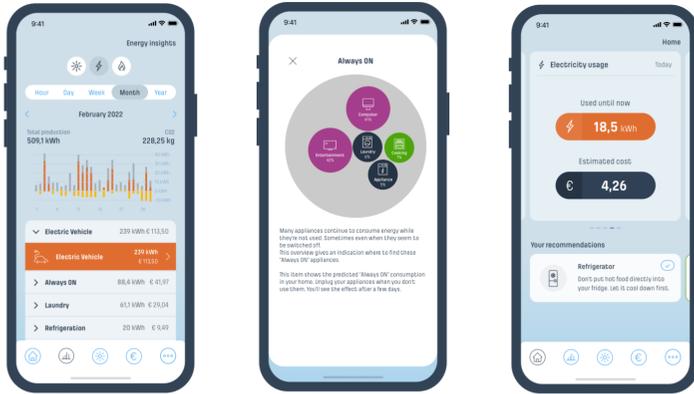
Increase customer engagement, reduce churn and lower cost to serve

You can integrate our insights into your customer journey through our APIs. This way you can provide a **bill breakdown** for your users and alert them if their consumption is higher than expected. On top, you can provide **personalized and actionable recommendations aimed at reducing their energy consumption and costs.**

This way users gain a better understanding of their bill

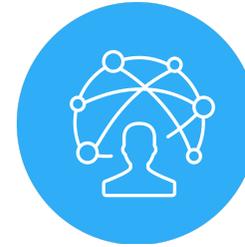
and get a grip on their energy costs. Our products have helped our customers to achieve tangible business results. In Germany, our customer **E.ON Deutschland** was impressed when they saw their results drastically improve once they provided a new service that was powered by our technology: an impressive Net Promoter Score of 60 and ratings of 4,6 stars on Google Play and 4,5 stars in the App Store. **enviaM**, one of the leading energy providers of Eastern Germany, declared a Net Promoter Score of 52 when they put in place a Happy Hour service with the help of NET2GRID.





### Resources:

- Check [how](#) E.ON Deutschland significantly increased customer engagement with our services.
- Check how a Happy Hour motivated enviaM's customers to use electricity at specific times of the day and how that resulted in a loyalty booster for the company. Check [here](#) how we did it.



## 5.2 Customer Intelligence

### 5.2.1 Make your call agents smarter and your marketing campaigns more effective

Based on smart meter data and the customer profile data we collect, we can help you to suggest **Next Best Actions** to your users and help them increase energy efficiency in their homes.

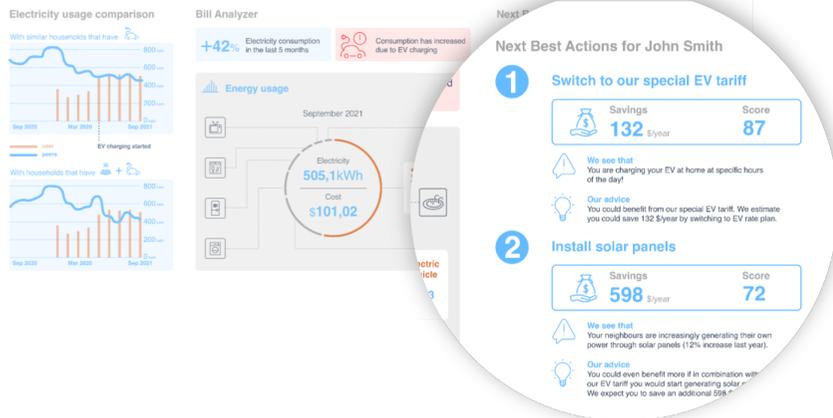
We can deliver a much **richer customer profile** than you currently have access to and, thus, create a better

segmentation for more targeted campaigns **and other marketing purposes.**

We can also equip your CRM service and sales agents with these Next Best Actions to enrich discussions and improve outcomes with customers calling into customer care.

Utility Customer Care Agent View

Customer John Smith



Examples of the Next Best Actions we can support depending on the consumer's unique situation are nudging them into improving self-consumption of their solar production, or offering relevant smart charging services, insulation offers, or electrical heating, among others.



360-view of your customers



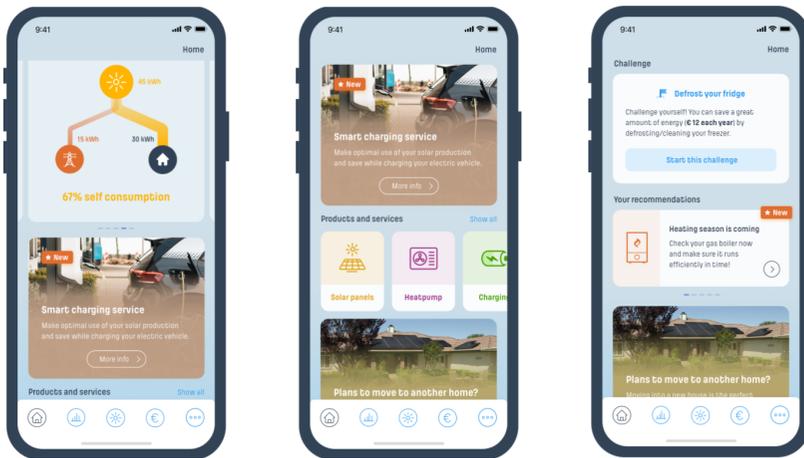
Offer new personalised services



Additional revenue potential of 150-200 € per user per year

## 5.2.2 Offer personalized recommendations

You can offer the same **next best actions** to your customers in **personalized recommendations** that apply to their situation. It will help to create awareness on what they can do to make their homes more **sustainable** and help to create interest for your offers.



Personalised recommendations



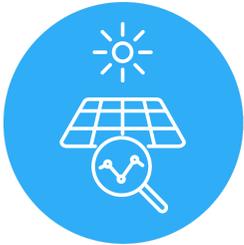
Make users aware on what they can do to improve home efficiency



Elicit buying intentions

Resources:

→ Check [here](#) how you can deliver personalized energy services based on smart meter data.

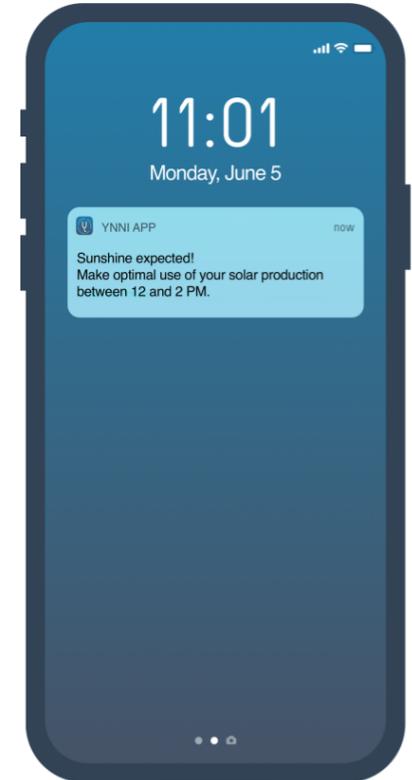
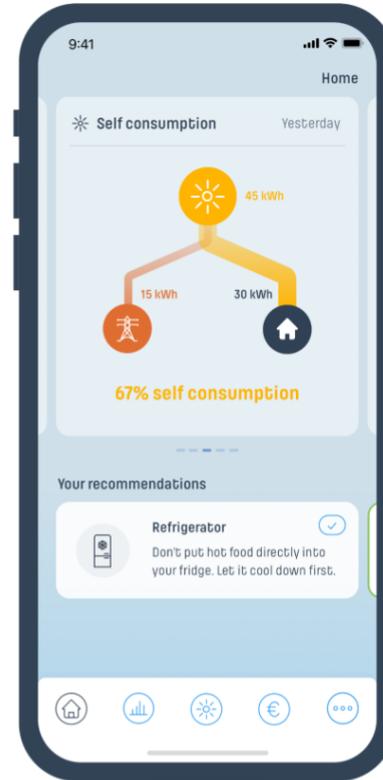


## 5.3 Solar Monitoring / Smart Charging

### 5.3.1 Solar Monitoring

We can go one step further and actually power some of the energy services with our algorithms.

As an example, we can **disaggregate solar PV production** from 15-60 minute smart meter readings and provide a **solar monitoring service** on that basis that doesn't require any additional hardware.



### 5.3.2 Smart Charging

A second example is the delivery of **smart charging services for EVs**. We build a scheduling engine that can provide a smart charging schedule based on user preferences and prior charging history, flexible and capacity tariffs, the availability of solar PV and weather data.



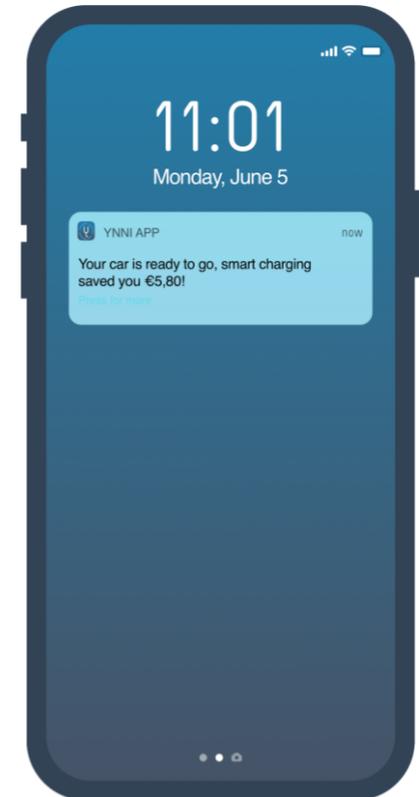
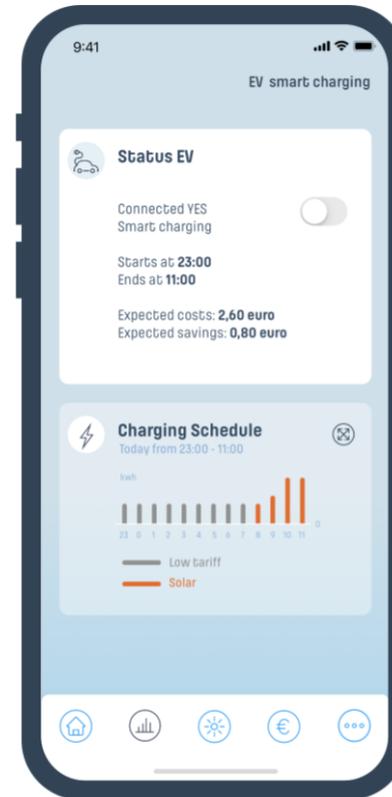
New services as part of integral customer journey



Flexibility to determine own business rules



Manage uniform service levels across providers



We help you to set **your own business rules** and offer a consistent service level for all your customers in the same customer journey.

### Resources:

- Have a [look](#) at how AI creates high-value EV services on top of smart meter data.
- Check [how](#) a real-time customer experience unlocked new revenue streams for Energy Australia.

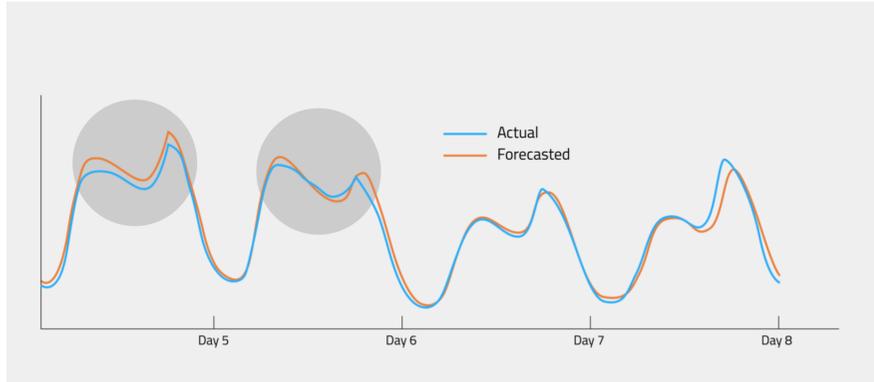


## 5.4 Demand Forecasting Booster

Reduce energy management risk and procurement costs

Finally, we can help to improve the accuracy of your current demand forecasts. Conventional top-down forecasting models have increasingly more difficulty in maintaining accuracy in volatile markets with the influx of renewables and increasing electrification due to EV charging and electrical heating.

**Top down** models are less accurate due to uptake of residential DER



**Bottom up** models fill this gap by aggregating the individual prosumers



We instead follow a bottom-up approach. We can increase the accuracy of your Demand Forecast because we aggregate the individual load profiles of customers and thus identify the impact, for instance of solar PVs and EV charging in a much more accurate way. We can, thus, provide you with an additional correction factor that you can apply to your existing forecasting models and, thereby, increase your forecasting accuracy up to 98%. Depending on the size of your customer base this can yield a yearly reduction in imbalance costs of several million.

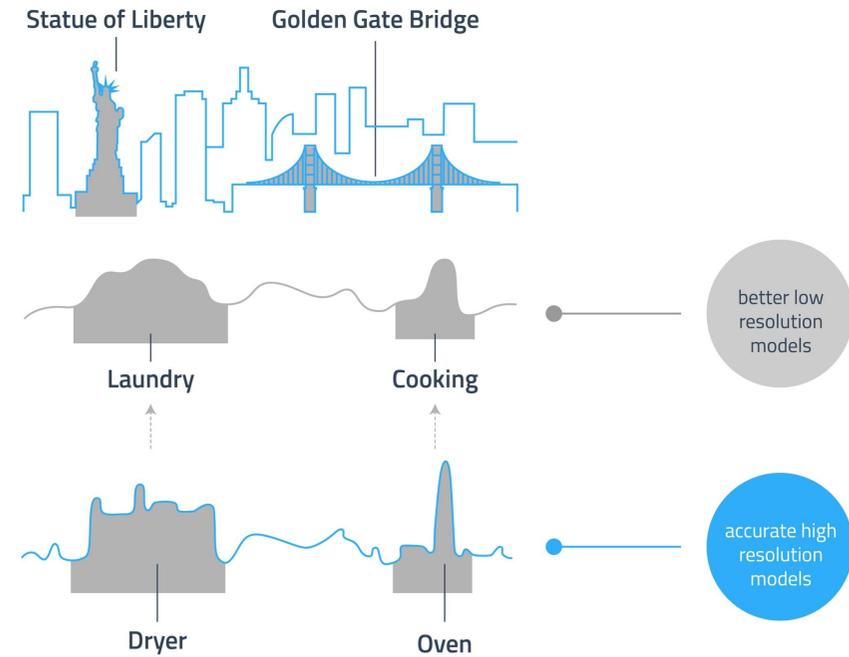
**Resources:**

- Check [here](#) to find out how we mastered the accuracy of electricity load forecasting services.

## 6. How we do it

**Accurate Insights** are needed to create awareness, create new services, and sell and provide these services.

**We excel at energy disaggregation:** We can disaggregate **individual appliances** based on real-time smart meter data, much like you can identify the skyline of Paris with the naked eye. We provide disaggregation on both low-resolution smart meter data and high-resolution real-time data. Exactly because we cover both high and low-resolution data, we can train our models with more information and achieve the **highest accuracy** (**real-time: >90%/ Smart meter data: >70%**).



Higher accuracy provides better insights, better event detection, better predictions, and thus, **higher value for your business.**

### Resources:

- Check [here](#) how NET2GRID detects 5 appliances' unique energy consumption signatures.
- Check [here](#) how our Non-Intrusive Load Monitoring works and how we detect inefficient home appliances.
- Find out [here](#) how real-time energy meter reader hardware unlocks value for your utility business.

## 7. What makes us unique

What differentiates us from the competition?



### **The most accurate disaggregation in the market**

We offer the most accurate energy disaggregation in the market. NET2GRID's energy disaggregation algorithms are trained based on real-time information and the largest labeled appliance data set in the world. As a result, we can disaggregate real-time data with over 90% accuracy.



### **The only one to process smart meter data of all granularities**

We process smart meter data of all granularities, from subsecond to real-time to smart meter data. We cover the whole range.



### One-stop shop for Software and Hardware

We're a **one-stop-shop** for both **hardware** and **software**. We can get both the most accurate disaggregation algorithms coupled with in-house developed hardware which unlocks the real-time data from smart meters worldwide.



### Global reach thanks to global technical compatibility



Our services have a global reach. We connect with Data Hubs in different regions and develop multiple hardware modules to connect to all different types of meters;



### Proven technology from 10 years of field experience

We have proven technology resulting from 10 years of solid experience in the field. The company has devoted 10 years of consistent effort in developing solutions that address challenging market needs and bring robust results.

#### Resources:

- Check [here](#) the 5 reasons why NET2GRID differentiates from the competition.

## 8. Customer testimonials

"NET2GRID delivers a one-stop-shop solution; a very competitive hardware as well as software. On the software side, NET2GRID's Non Intrusive Load Monitoring has got to a very high level of accuracy. We compared several technologies and they were the best ones."

*Antonio Coutinho, CEO of EDP Innovation*

"NET2GRID is the first to achieve high accuracy NILM of above 90% at a fraction of the usual cost and that makes it possible for us to build new data-driven services for our customers."

*António Vidigal, Board Member of EDP Ventures*

"Most of the customers didn't have any idea on what was the cause of their consumption. With Robo, we have seen that we had a positive impact on our customers' lives."

*Camille Vial, Head of Growth at NeN Energia*

"The power consumption during the Happy Hour was increased by 40%. We were overwhelmed by the great feedback from our customers."

*Franziska Kraft, Product Innovation specialist at enviaM*

"Customers love our Smart control app and the services we are offering create real added value. Smart Control app represents the spirit of the digital generation, providing the possibility to save money and to protect the environment at the same time."

*Jens Puknat, Head of Smart Control at E.ON Energie Deutschland*

## 9. Download our demo

Don't just take our word for it,  
experience it for yourself

Please use the QR code to get access to our demo app  
and enter the following demo account credentials;

email: demo@net2grid.com

Pincode: 123456



### Resources:

- Listen to our "[Energy Stories](#)" podcast  
Thought provoking conversations with energy industry experts.
- Read our [White Papers](#)  
Technical features of our products and information for our services.
- Download our [Case Studies](#)  
Real-life implementation and results of our products and services.
- Check our [Blog](#)  
Get regular inspiration about pressing issues in the energy field.