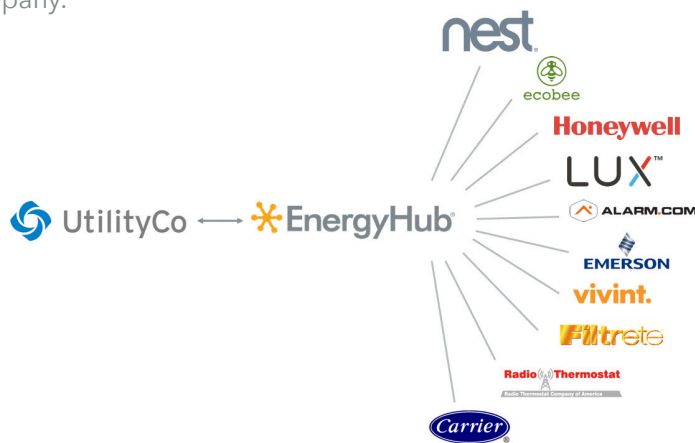


## Bring Your Own Thermostat®

EnergyHub is the recognized leader in designing, launching, and running Bring Your Own Thermostat® (BYOT) programs. Having pioneered this innovative approach to demand response in 2012, EnergyHub brings more experience, expertise, and technical capability than any other solution provider. Acting as the technical and business link between utilities and connected device providers, EnergyHub enables utility clients to connect to more brands and providers of connected thermostats than any other company.



### Using the Mercury DERMS to manage a successful BYOT program

EnergyHub's Mercury DERMS enables end-to-end management of a BYOT program via a single platform. From enrollment management to DR dispatch and optimization to EM&V, Mercury provides a utility with complete visibility into the deployment and day-to-day operations of their BYOT program:

- \* Integrations with all of the leading connected device brands that enable utilities to aggregate, monitor, and dispatch devices
- \* Enrollment technology automates the process of approving qualified applicants
- \* Sophisticated machine learning delivers optimized dispatch for a more reliable per-kW yield
- \* Software refined through years of updates and user feedback
- \* On-demand reporting and data visualization to easily interpret energy and cost savings

### ? What is BYOT?

Consumers are installing millions of connected thermostats every year. BYOT is an innovative model that converts these devices into utility assets by enrolling customer-owned thermostats in demand-side management programs.

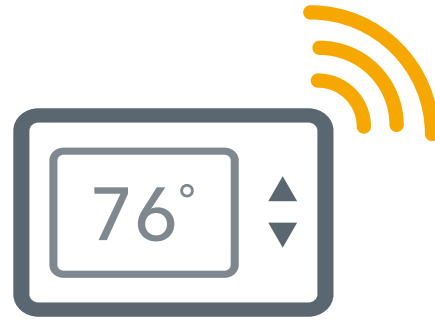
The BYOT model eliminates the need for utilities to source hardware or provide installation services as part of a demand response program while also maximizing customer choice. BYOT demand response programs are less costly to manage than direct install programs, and the BYOT deployment model allows utilities to stand up a full-scale demand response program in a matter of weeks. Alongside myriad utility benefits, EnergyHub-managed BYOT programs consistently yield high customer satisfaction marks.

**More than 40 million homes will have connected thermostats by 2020.**

- Parks Associates research

## Turnkey BYOT Programs

EnergyHub's industry-leading BYOT program management service makes it easier than ever to launch and manage a BYOT demand response program.



### Program design

Work closely with utilities to create attractive customer incentives and design dispatch strategies that maximize load shed while maintaining customer comfort



### Marketing services

Design and execute seamless and coordinated marketing campaigns that maximize enrollment and drive device purchases for the lowest possible cost



### Customer enrollment infrastructure

Drive program enrollment with purpose-built websites and EnergyHub's proprietary Automated Enrollment Verification capability



### Demand response management system

Maximize load shed with a demand response module that leverages advanced machine-learning algorithms for intelligent device control



### Measurement & verification

Gain detailed insight into event performance and device data to accurately determine program effectiveness



### Thermostat vendor ecosystem

Leverage EnergyHub's industry-leading device ecosystem to include the most device vendors and thermostat brands in utility programs

## BYOT to BYOD

BYOT allows utilities to successfully manage customer-owned and -installed thermostats, but what about other classes of distributed energy resources (DERs)? EnergyHub's experience in BYOT is ideally suited for managing other types of customer-owned DERs in Bring Your Own Device (BYOD) programs. From smart inverters and electric vehicles, to battery storage and water heaters, utilities use Mercury to manage multiple DER classes in BYOD programs today.