

SMART GRID INNOVATION SERVICES

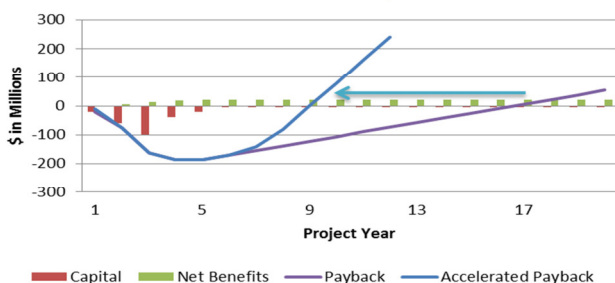
Wired Group experience developing and managing products in many industries can help utilities extract the greatest value from smart grid investments.

Utilities and stakeholders want to know: how can we maximize the value of new capabilities and data?

Utilities that have made large investments in their grids can be bewildered by the vast array of capabilities and new data types available. Though the utility industry has coined the phrase “data analytics”, most industries call the application of data and capabilities to new, valuable purposes *innovation*. Utilities would do well to utilize proven product and portfolio development processes – the same as those used by leading innovators like 3M, Proctor & Gamble, and Samsung – to continuously improve upon the level of value delivered by their smart grid investments.

Many smart grid customers are internal, including distribution control centers, distribution engineering, customer care, and marketing. Yet the classic portfolio approach to product development utilized by consumer product companies can be applied to maximize smart grid value for internal and external customers and accelerate investment payback periods.

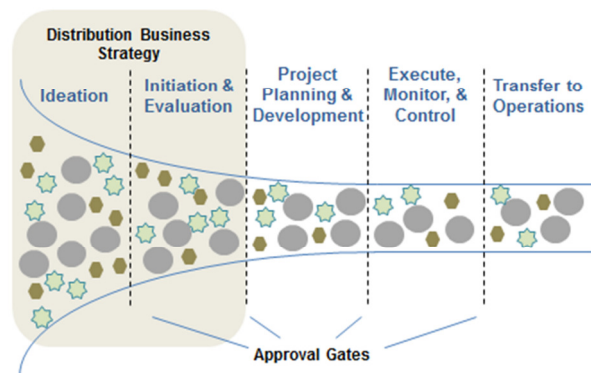
How to Accelerate Payback?



The portfolio approach to product development:

- Is guided by a distribution business strategy
- Employs a formal, periodic, Ideation activity
- Utilizes defined criteria to evaluate and prioritize ideas for further development
- Routinely re-assesses product and project potential in light of new information and opportunities
- Is an approach proven to maximize the value created by innovation spending

The Smart Grid Innovation Model



The Opportunity

By applying classic product portfolio development approaches to smart grid innovation, utilities have the opportunity to:

- Optimize post-deployment spending
- Maximize the value of smart grid capabilities
- Accelerate customer payback periods

(Smart Grid Innovation Services, continued)

Wired Group Innovation Services

The Wired Group helps utilities implement the portfolio approach to smart grid innovation through a variety of services

Understand the Current State

- Distribution business strategy
- Regulatory and governance environment
- Existing capabilities, data, and uses
- Any existing innovation processes

Establish the New Innovation Process

- Ideation guidelines and process
- Evaluation process and criteria
- Minimum standards for business cases and development plans
- Approval gate processes and requirements

Develop Tracking and Reporting Tools

- Idea portfolio inventory management
- Project management, tracking, and reporting
- Post-launch performance measurement and reporting

Support New Processes Until Routine

- Training
- Facilitation
- Process evaluation and associated adjustment as needed

Experience-Based, Field Tested

Wired Group perspectives have been formed by decades employing classic product portfolio development and management techniques in multiple industries. The Wired Group has applied its innovation perspectives to the smart grid via comprehensive, unbiased evaluations of large, high-profile deployments, including:

- **Xcel Energy's SmartGridCity™**
- **Duke Energy's Ohio deployment**

Credibility

Wired Group provides advice and counsel on smart grid optimization to some of the most respected, knowledgeable, and demanding clients in the US, including:

- **Public Utilities Commission of Ohio**
- **Edison Electric Institute**
- **Smart Grid Consumer Collaborative**

The Wired Group's thought leadership is sought out and distributed by the most influential industry conferences and media outlets including:

- **Public Utilities Fortnightly**
- **DistribuTECH**
- **Association for Demand Response and Smart Grid**
- **Smart Grid News**

About the Wired Group

Wired Group principals and associates have decades of experience in distribution utility businesses, including smart grid, demand response, and renewable energy. Our consulting services support visioning, planning, execution, and evaluation. Visit www.wiredgroup.net for more information or, for a no-obligation consultation on best practices in smart grid innovation, contact Paul Alvarez at x-801 or at palvarez@wiredgroup.net.