

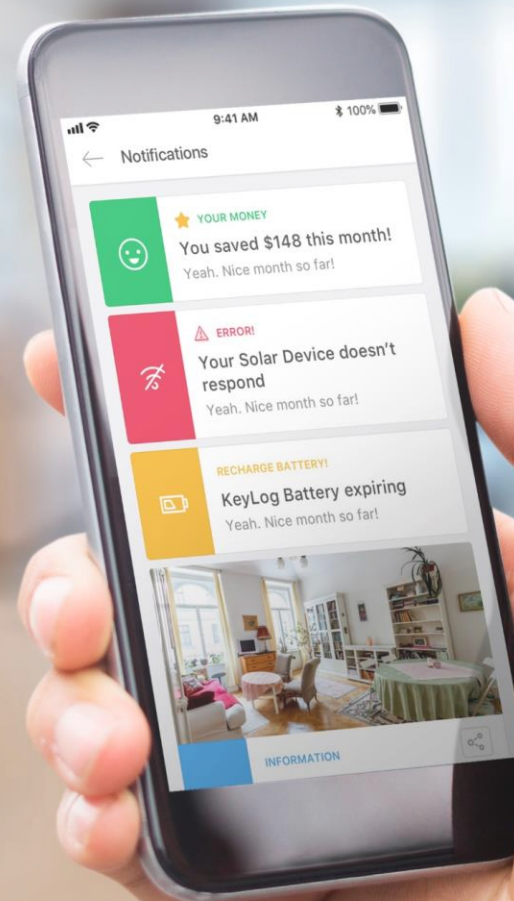


Simble

# ENERGY RE-IMAGINED.

European Utility Week 6-8 November 2018

Vienna, Austria



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# Our Mission

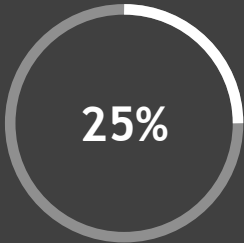
Leveraging smart IoT solutions  
we turn data into insights  
and help shape a sustainable world

# The UK Energy Market

## A Changing Landscape

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The UK has emerged as a global leader in energy efficiency. The UK government has mandated the deployment of 53 million smart meters to all homes and businesses by 2020. The Data Communications Company (DCC) manages the UK's data and communications infrastructure to support the mass roll-out of smart electricity and gas meters.



### Smart meter rollout

Over 13 million smart meters have been installed, representing approximately 25 per cent of the UK Government's 2020 target.

# Smart Metering - Threat and Opportunity



## Opportunity

Government regulation and policy are helping to create new market opportunities. Those that develop capabilities around “the art of what is possible” will win

CRUNCH NETWORK

### Energy is the new new internet

Posted Jan 22, 2017 by Brian Lakamp

Blockchain energy apps may hit the grid faster than you expect

Heather Clancy  
Friday, May 12, 2017 - 5:23am

Millennials Keen On Smart  
Ofgem unveils smart energy plan to boost grid flexibility and battery storage

How a 'smarter' power system might affect you

© 24 July 2017 Business

CONTROL YOUR HONEYWELL THERMOSTAT WITH YOUR VOICE VIA GOOGLE HOME INTEGRATION

By Lulu Chang — Posted on August 3, 2017 8:19 am

Smart thermostats now in 1.5 million homes

BBC NEWS  
Home Video World Asia UK Business Tech Science Stories Entertainment  
Business Market Data Global Trade Companies Entrepreneurship Technology of B

### Electricity shake-up could save consumers 'up to £40bn'

By Roger Handberg  
BBC environment analyst  
© 24 July 2017



Consumers in the UK could save billions of pounds thanks to major changes in the way electricity is made, used and stored, the government has said.

New rules will make it easier for people to generate their own power with solar

### Utilities sector reaping the benefits of Artificial Intelligence

11 September 2017, source edie newsroom

A new report has found that Artificial Intelligence (AI) is boosting job creation and profits in the utilities sector, while separate research suggests that there is “huge potential” for businesses to offer automated, smart technology as a product or service.

### Smart meter tracks when the kettle's on to check grandpa's OK

Tesla Solar Roof set for local residence Smart Home Pensacola

Joseph Baucum, jbaucum@prnj.com Published 10:46 a.m. CT June 30, 2017 | Updated 5:09 p.m. CT July 2, 2017

### Hive thinks it knows how to get the smart home buzzing

It's not just about the hardware: Hive is betting on a combination of gadgets and services to grow its smart home business.

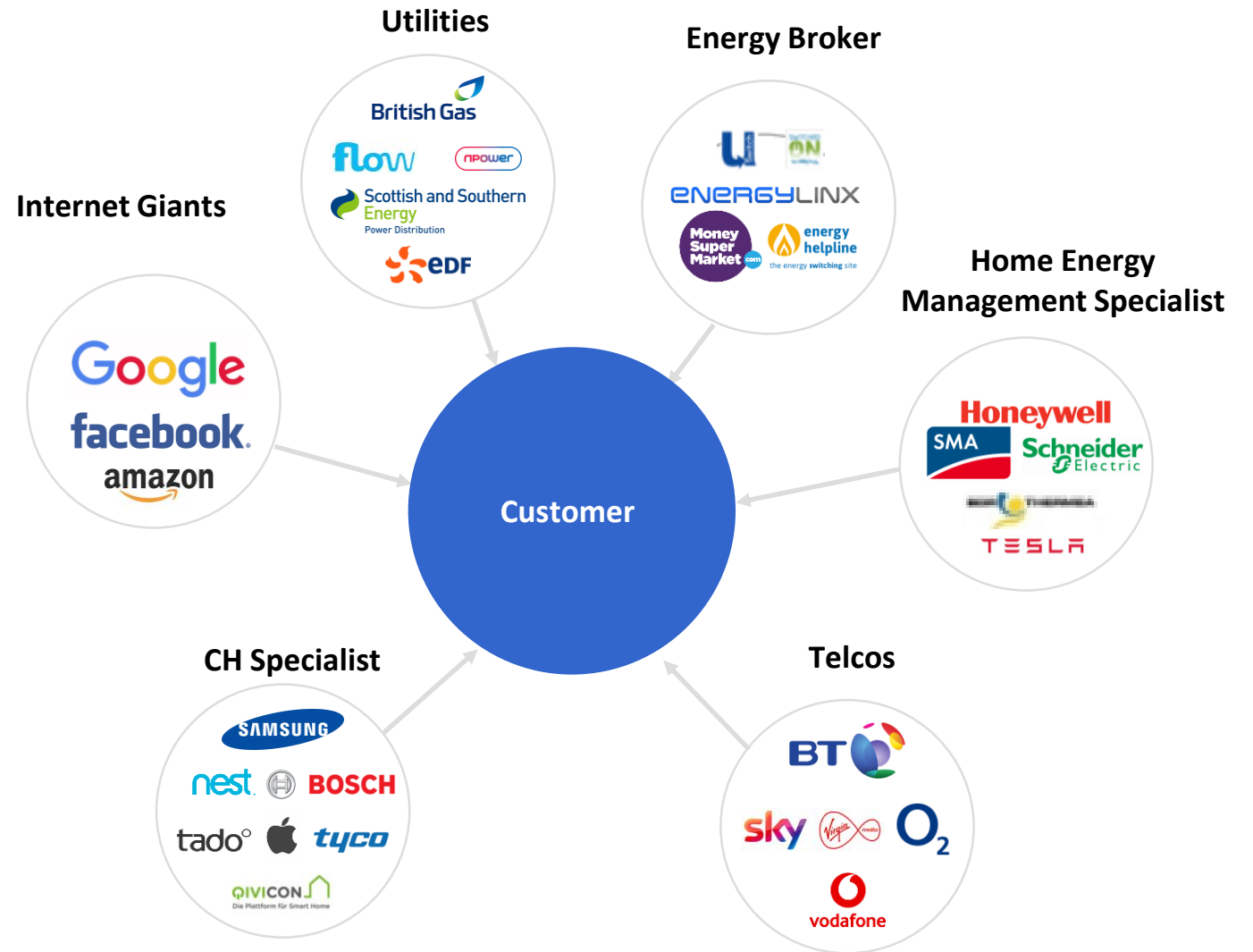
### Smart tech & the IoT set to change the face of industry

Business © October 28, 2018 Business Matters

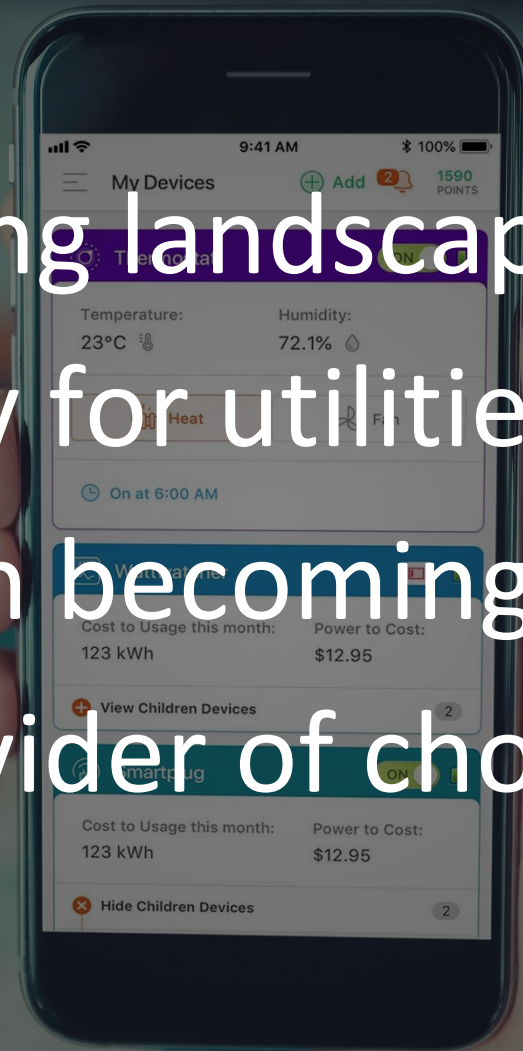
# Competitive landscape for energy retailers

- New competitors to utilise smart meter data
- 24 hour switching services
- Regulatory changes
- Reduced entry barriers

→ Risk increases that competitors seize new business opportunities



But the changing landscape provides an opportunity for utilities to take a proactive role in becoming the consumer provider of choice

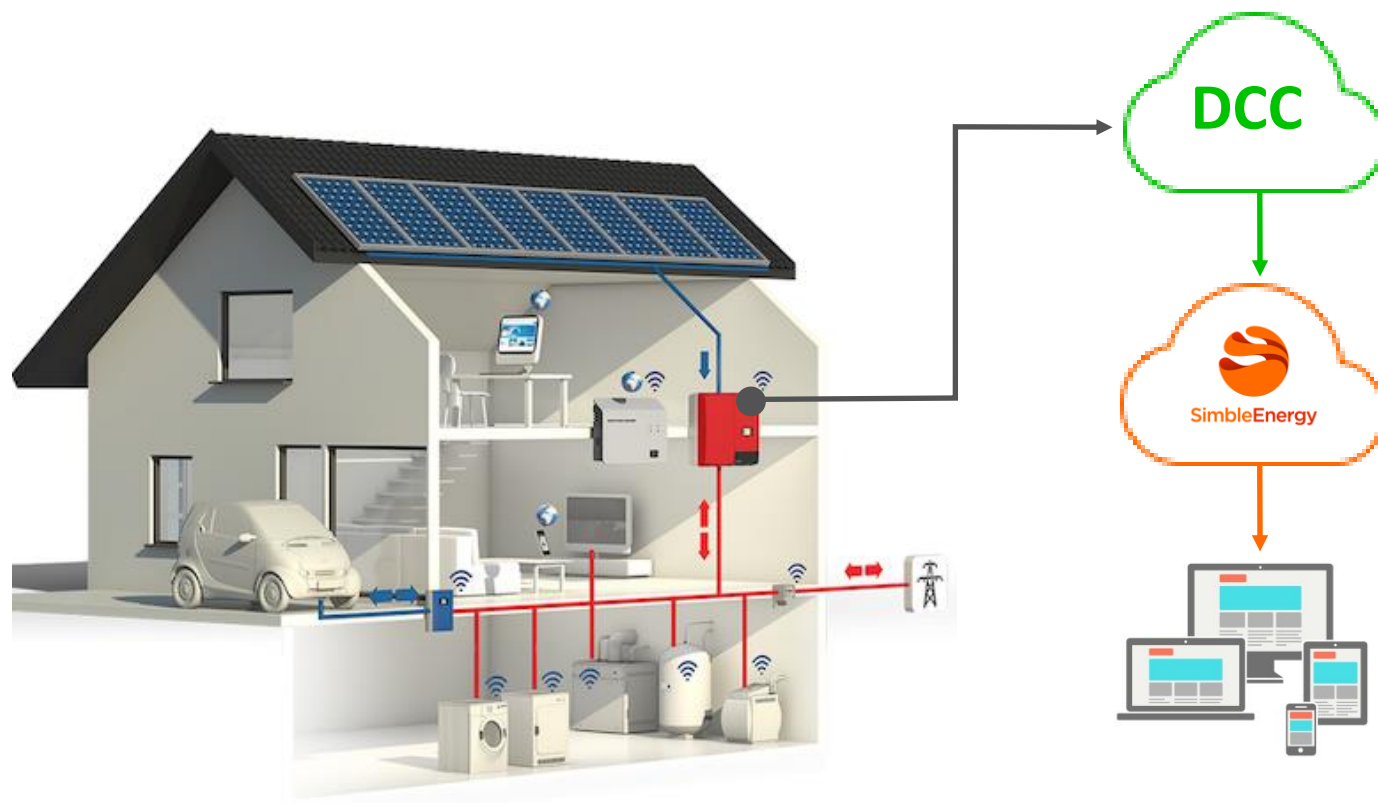


# Simble Empowers Taking Advantage of the DCC

Using the DCC (WAN) to ingest smart meter data is cost-effective, simple and scalable as it eliminates requirement for onsite hardware installation.

It is non-intrusive and provides a simpler journey than working within the Home Area Network (HAN), which requires a gateway (hardware) and installation.

Simble's powerful technology captures and analyses these data streams.





# Customer Expectations

Key headlines from a Simble survey on customers in the energy market

- Energy retailers should help **reduce energy consumption and costs**.
- Energy saving products should be kept **simplistic**: offer a concrete range of devices, with clear functionalities.
- Energy saving products should be **easy to use and easy to install**.
- Energy saving products should offer a **clear payback**.
- Customers prefer to buy **smart products from an energy provider**.

→ Smart energy products must include:

 LED lighting

 Smoke and CO<sub>2</sub> alarms

 Thermostat

 Temperature Sensors

 Energy Auditors and Monitor Tools

 Timer Controllers

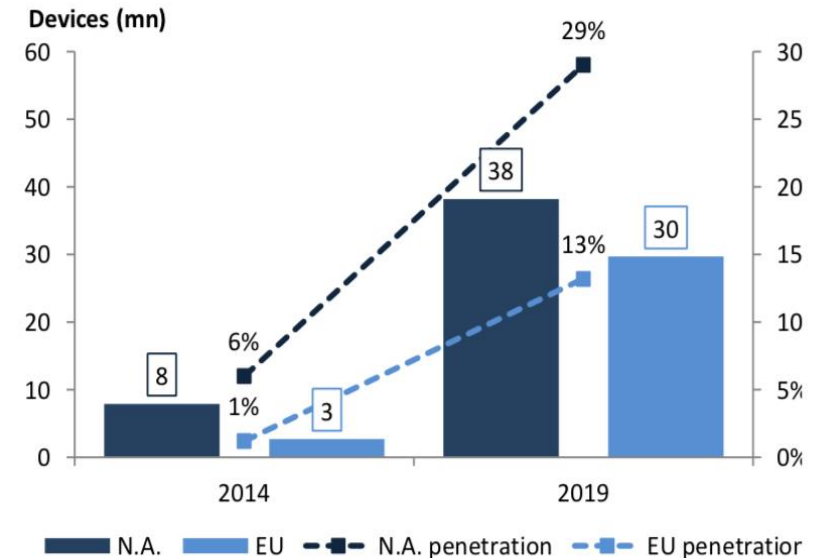
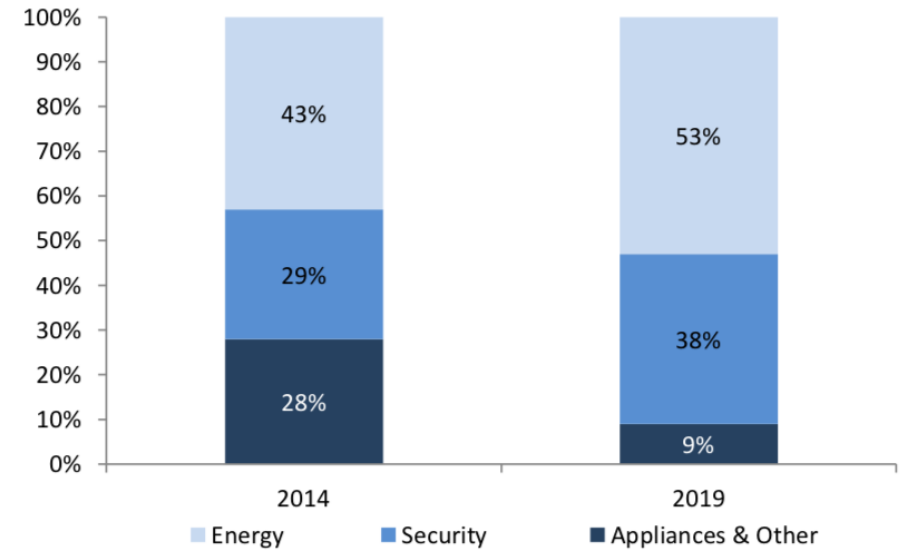
 Water Saving Kits

 Lighting Dimmers

 Color Controls

 Security Monitoring

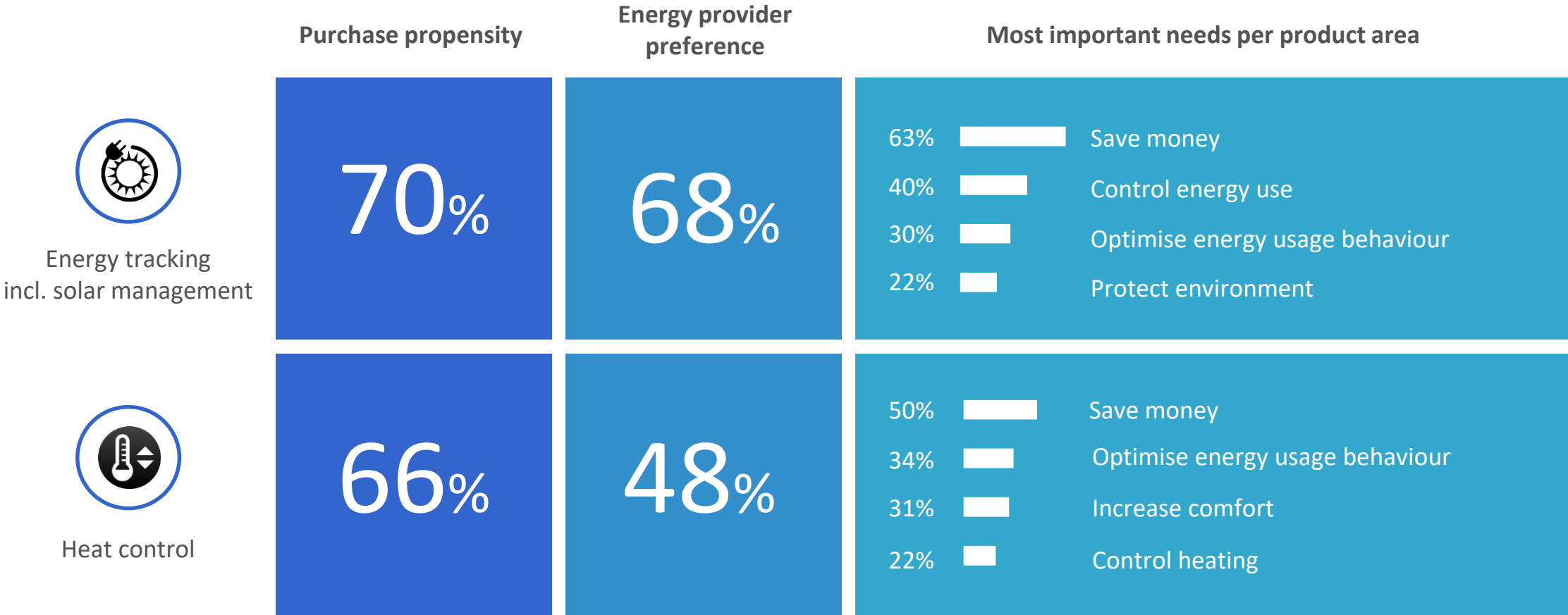
 Back-up Generator



N.B., excludes smart meters.

Source: Berg Insights, RBC Capital Markets

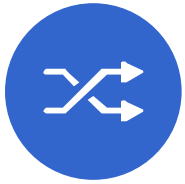
# Energy retailers are seen as trusted sources when considering energy solutions





## 150 times / day

The average person in the UK checks their phone 28 times per day, millennials up to 150 times per day



## Over 50%

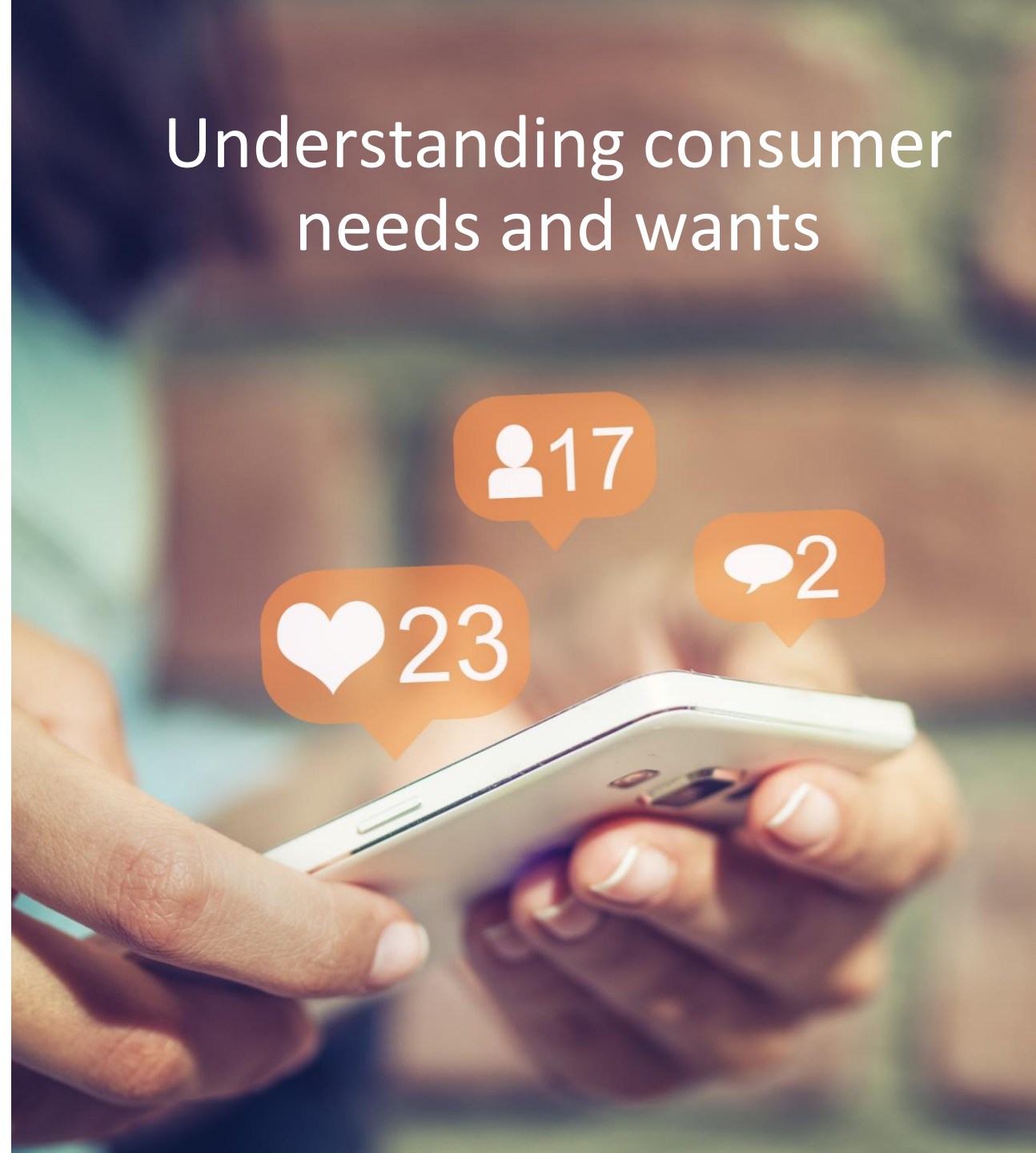
One in two consumers are likely to switch brands if a company doesn't anticipate their needs



## 9 out of 10

It is estimated that 89% of businesses are soon expected to compete mainly on customer experience

# Understanding consumer needs and wants

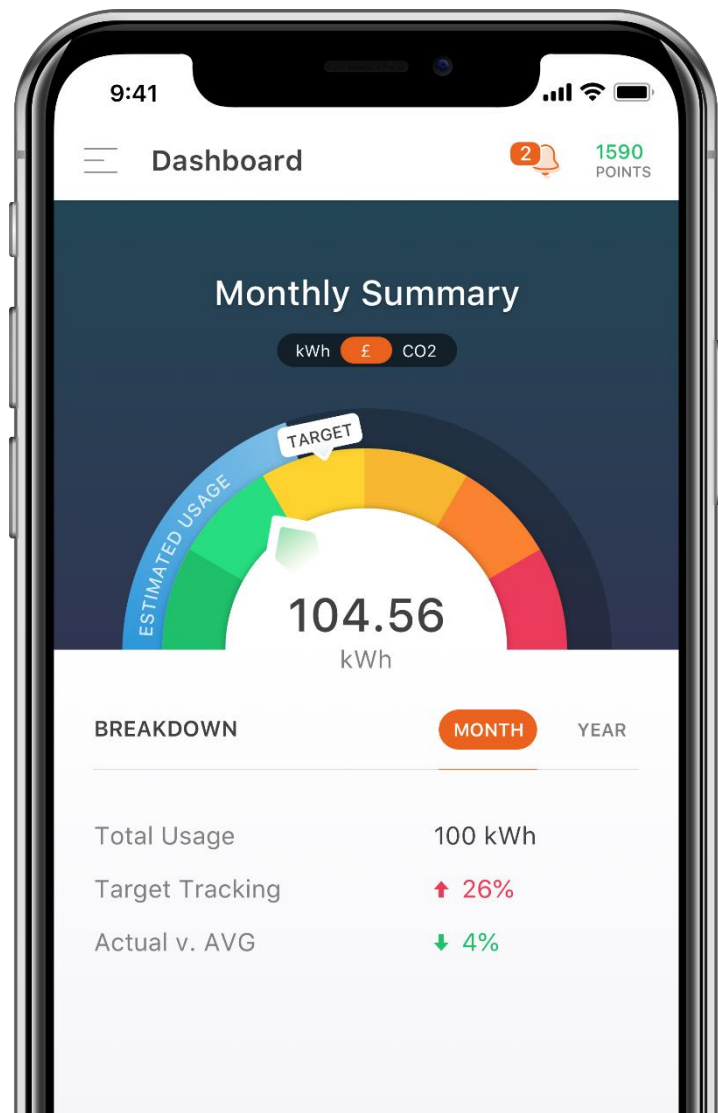




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utiligroup  
An ESG Company





## Virtual Analytics App: Built with the customer in mind.

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Designed for energy retailers to offer white-labelled to their residential customers, the Virtual Analytics App offers a market-leading energy dashboard connected to the smart grid. Personalised insights are delivered to the end-user as a beautiful and responsive mobile application allowing energy service providers to engage, educate and empower their customers.

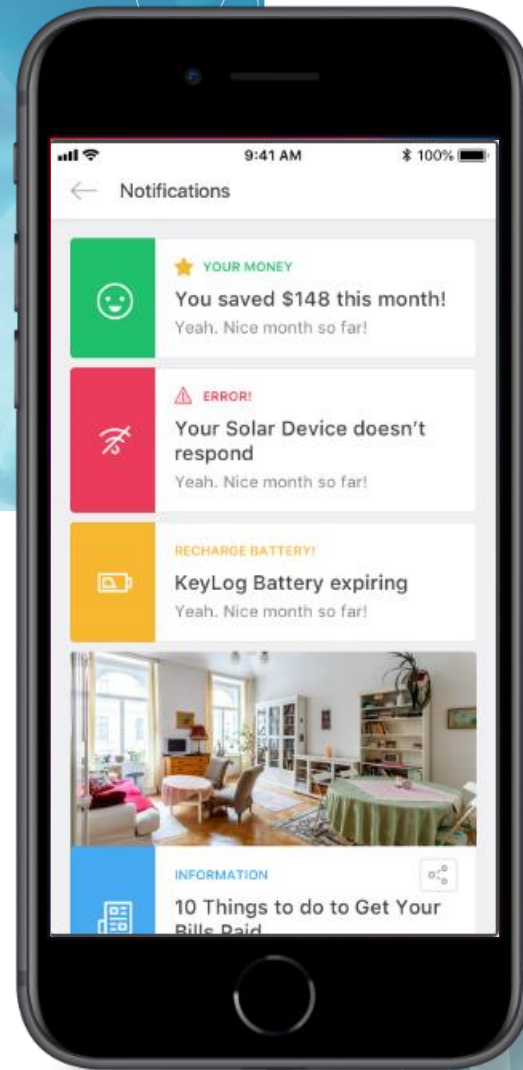


The 3 E's

# 01

## Engage

*"We cannot always control what we encounter, but we can always control how we engage it" - Jerry Corstens*

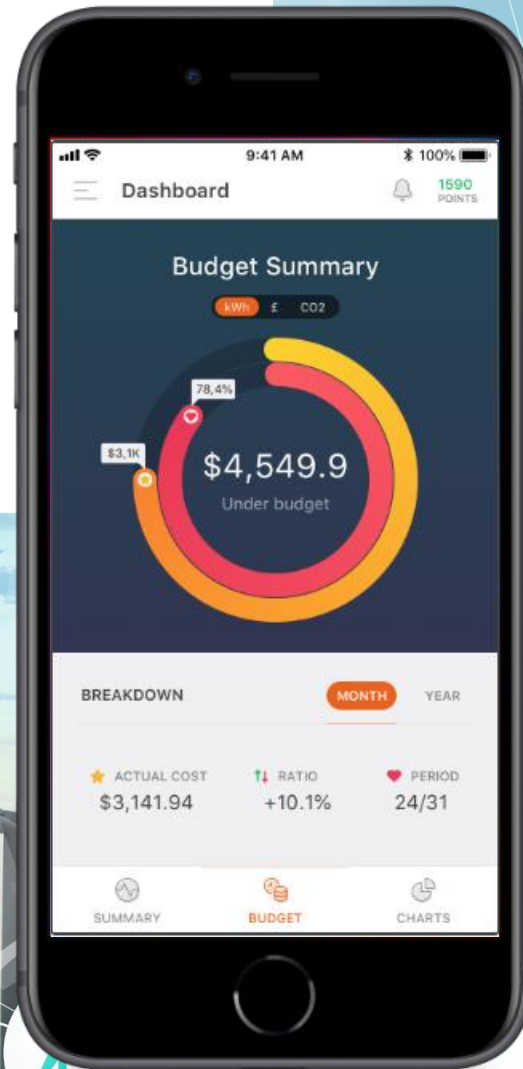


- ✓ Personalised recommendations
- ✓ Smart notifications
- ✓ Rewards system
- ✓ Advanced segmentation modelling

# 02

## Educate

*"Education is for improving the lives of others and for leaving your community and world better than you found it" - Marian Wright Edelman*



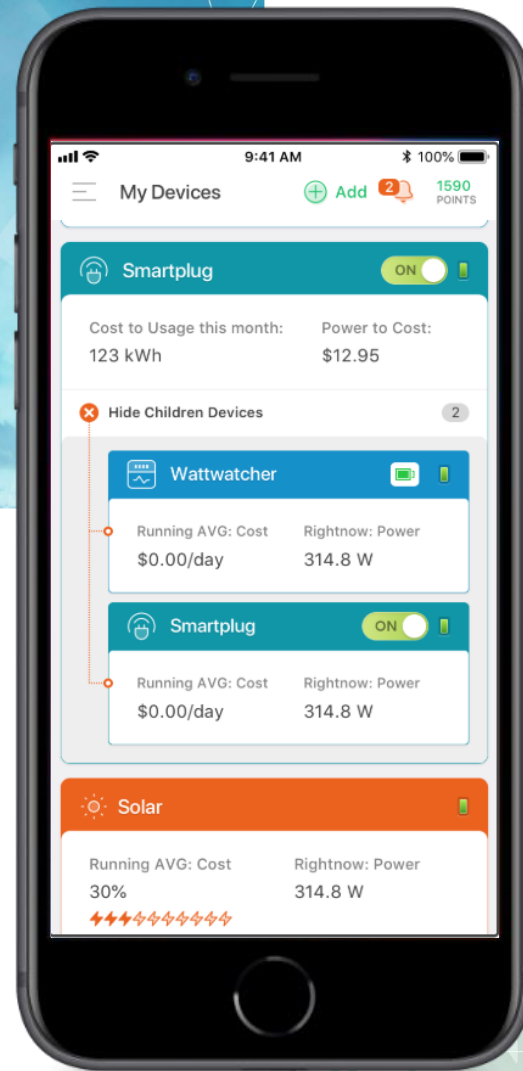
- ✓ Individualised budgeting tools & news feeds
- ✓ Comparison modules
- ✓ Individualised consumption insights
- ✓ Gamification and sharing on social media



# 03

## Empower

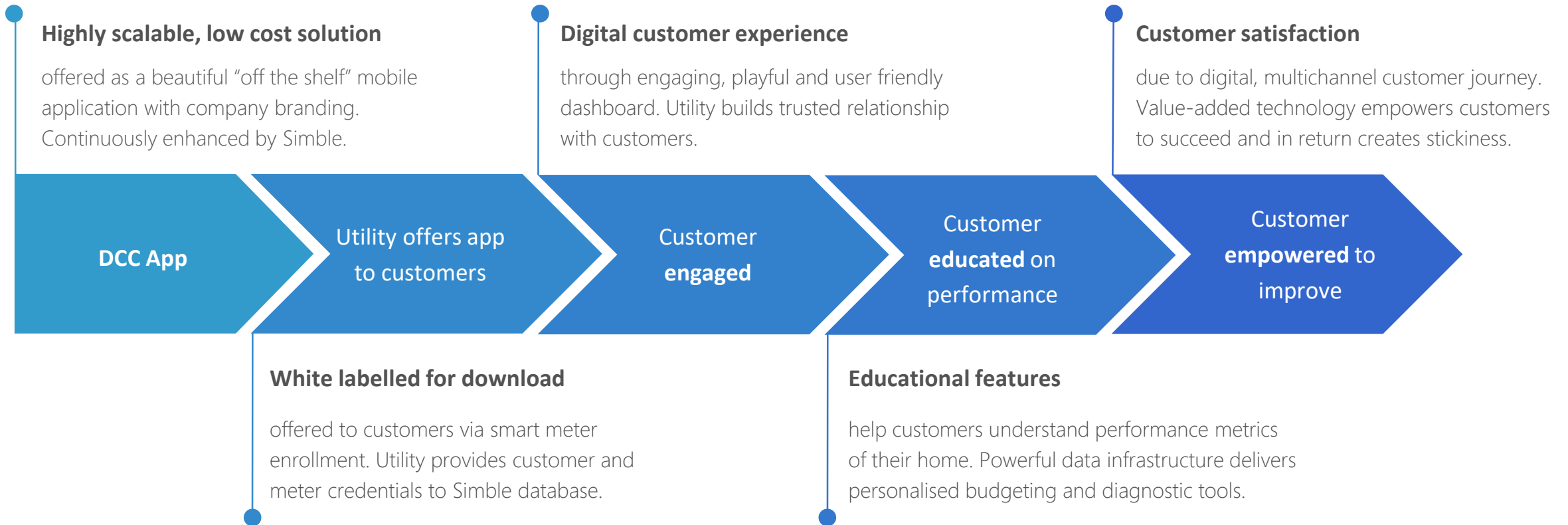
*"The beauty of empowering others is that your own power is not diminished in the process. On the contrary, it's greatly enhanced by those that you empower" – Fadi Geha CEO, Simble*



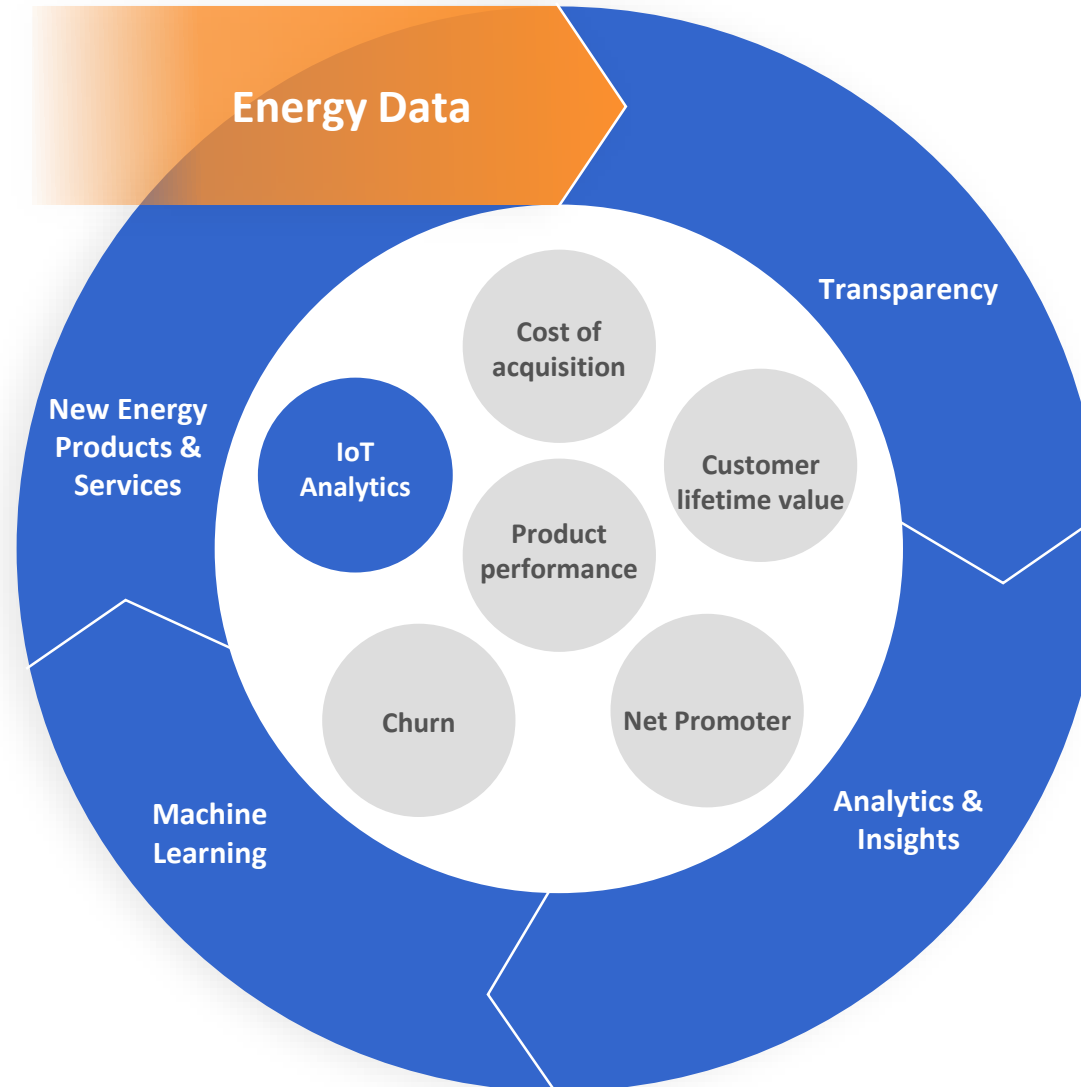
- ✓ IoT enabled 2-way smart control
- ✓ Machine learning insights
- ✓ User empowered to make change

# Customer Journey

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# Energy Data transformation into insight



## New Energy Products & Services

- ✓ Enabling targeted energy investments
- ✓ Control and Automation (Rules engine)

## Machine Learning

- ✓ Machine Learning creating new segments community
- ✓ Comparisons & Benchmarking
- ✓ Solution Sizing (HVAC, Solar PV, etc.)

## Energy Dashboard

- ✓ Consumption tracking normalised with weather data ingestion overlaid
- ✓ Customised reporting of usage & cost
- ✓ Different views for energy vs financial vs environmental
- ✓ Site comparison

## Energy Analytics

- ✓ Accurate forecasting and budgeting
- ✓ Bill Validation
- ✓ Notifications and alerts
- ✓ Customised tariffs

# Enabling long-term value for customers and energy retailers

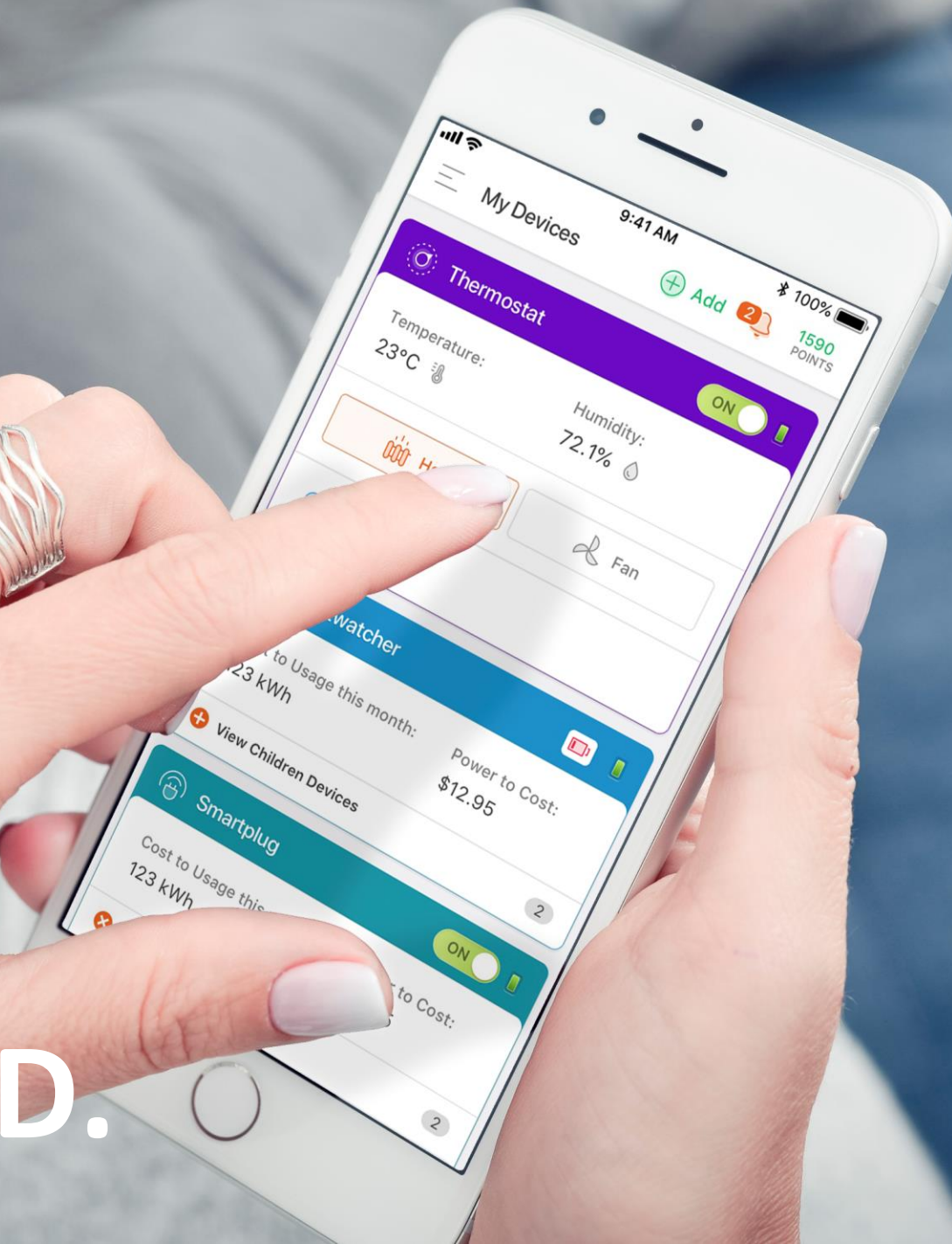
Our domestic Virtual Analytics app helps build long-lasting high value customer relationships, increase stickiness and reduce churn.





Simble

ENERGY  
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