



## Itron's Focus on Consumers at the Grid Edge

### Engaging Consumers on the Path to a Smarter Energy Future

Managing a distributed, decentralized grid is not possible without active, engaged consumers. Consumers and their devices are impacting the grid and are critical to the success of utility programs and investments. They are purchasing and driving more electric vehicles that are increasing the load on the grid. They are purchasing solar and batteries that need to be accurately forecasted and managed. In essence, consumers are becoming sources of generation and consumption for which the utility has no visibility.

The strain on grid capacity cannot be alleviated with traditional poles-and-wires solutions that fail to engage the consumer. Consumers hold the keys to their own consumption behaviors and the devices they purchase and utilize in the home. Without participation from them, utilities will not be able to meet the future demands of the grid.

**The grid edge** is where the operational needs of the utility meet consumer needs and demands. Because of this, we are shining a spotlight on the importance of taking consumers—along with the industry—on the journey to a smarter energy future.

### Grid Edge Customer Engagement

At Itron, we are the leaders in grid edge devices, planning, operations, forecasting, and network design and optimization. Understanding the importance of engaging consumers at the grid edge, we are teaming up with **SmartMark Communications** to support successful behind-the-meter programs. That means offering strategic consulting and program management services to help our customers optimize grid investments and improve customer satisfaction. We are making your investment go further than ever before—helping you better understand the intersection of customers and the grid, design and implement programs that meet your regulatory needs, and implement services for grid edge customer facing programs.



**Understanding and Valuing  
the Role of Consumers in  
the Future of Energy**

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## Customer Engagement Services



Strategic Consulting



Planning –  
from Systems  
to Customer



Business Case  
Development



Plan  
Development



Partner  
Ecosystem  
Management



Program  
Implementation,  
Management,  
and Reporting

### Samples of Program Designs and Strategic Planning

- Customer Education, Targeting, Marketing, and Recruitment to Utility Programs
- Smart Home
- BYOD Demand Response
- Battery and Solar Demand Response
- Low Income Energy Management
- Managed EV Charging
- TOU and Dynamic Pricing
- VPP Utilization for Load Management
- Transformer Load Management

## Get in Touch

Set up an exploratory call today with our experts:

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