



New data in residential and commercial energy markets

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An Edison International Company – Serving Customers for 125 Years

Serves a population of more than 14 million people in a 50,000 square mile area of Central, Coastal, and Southern California



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Evolution of SCE Customer Data Presentment

My Account



• 2010

**Basic
Transactions**
Billing and Payment

My Account



2011

Enhanced Interactions
Enhanced Billing & Payment,
Customized Price, Usage and
Cost Information

2012/2013

My Account



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2010 and 2011

My Account 2010

My Account 2011



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Evolution of SCE Customer Data Presentment



● **2010**
Basic Transactions
Billing and Payment



● **2011**

Enhanced Interactions
Enhanced Billing & Payment, Customized Price, Usage and Cost Information



● **2012/2013**

Expanding Engagement
Home Area Networking, Green Button, Mobile Outage Reporting and Information & Reporting, SCE.com Re-platform



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2012 and 2013



Mobile Outage

Mobile My Account



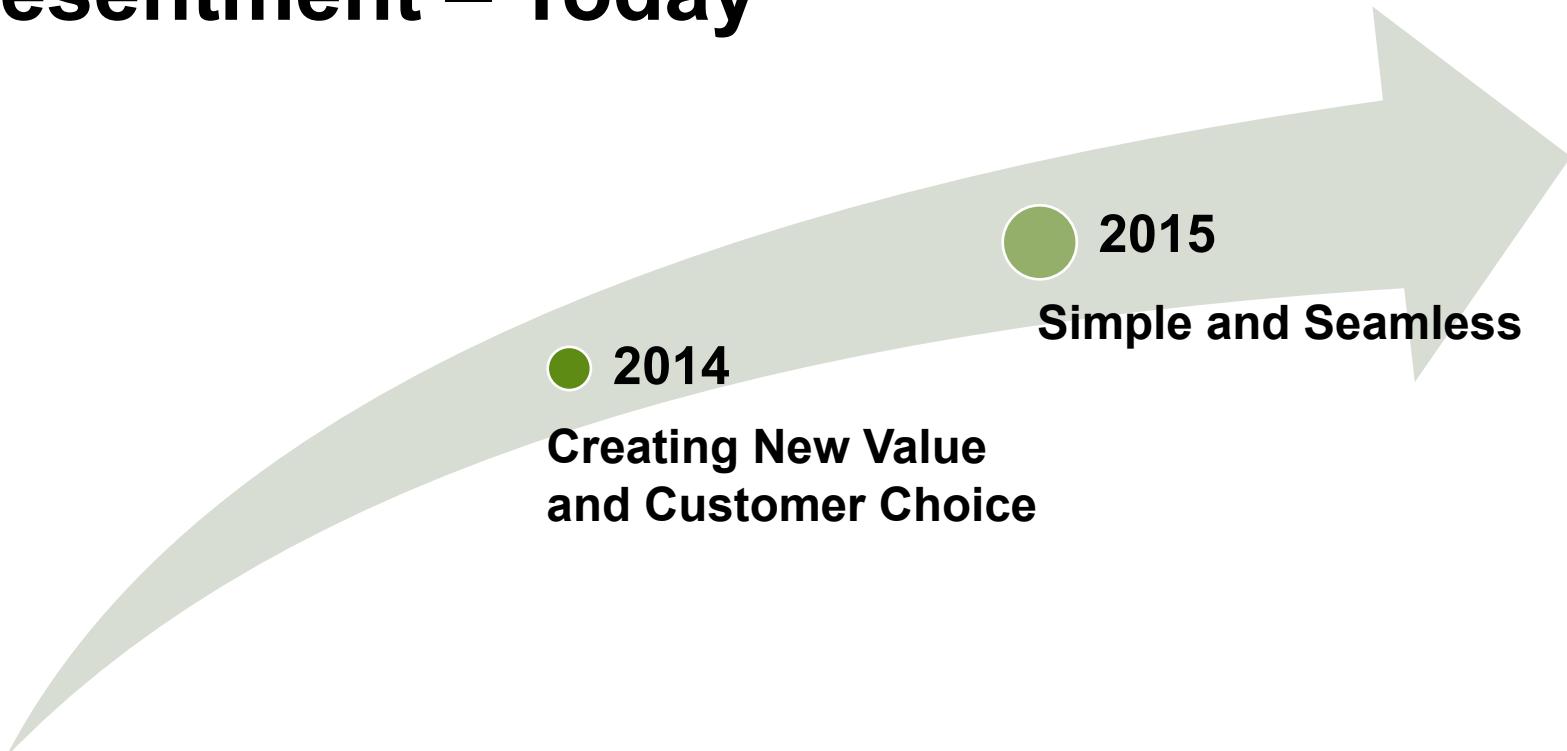
A screenshot of the SCE website homepage. At the top, there are links for "Pay My Bill", "Turn On/Off Service", "Outage Center", "Your Safety", and "Contact Us". The main banner features a man sitting on a lounge chair by a pool and a child standing nearby. The text "May 23, 2012 Say Goodbye to Paper!" is displayed. Below the banner, there are sections for "Partners & Vendors", "Outage Center", and "About Us". The bottom right corner includes a copyright notice: "Copyright © 2012 Southern California Edison. All Rights Reserved."



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SCE Customer Data Presentation – Today



● 2014

**Creating New Value
and Customer Choice**

● 2015

Simple and Seamless



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2014

You're Off Target

Your SCE account ending in x-872 located on AIRPORT RD is forecasted to exceed your monthly spending goal.

Your next bill is currently projected to be \$429. That's \$179 OVER your monthly spending goal of \$250.

Your bill-to-date for the current billing period is expected at \$114 with 22+ days remaining in this billing cycle. This means there is still time to reduce your costs!

Based on your current rate, your projected kWh usage of 1867 is broken down as follows:

Peak Hours	kWh	Percentage
Mid Peak	1067	56%
Off Peak	400	22%
Super Off Peak	400	22%
Total	1867	100%

To edit your spending goal and alert preferences, please log in to [My Account](#).

[Log in to My Account](#)

To learn how Time-of-Use rates work and how they may impact your business, visit [www.sce.com/TOU](#).

[Privacy](#) | [Terms and Conditions](#) | [Contact Us](#)

Recent Usage

MY CURRENT RATE

MY ELIGIBLE RATES

Time-of-Use-B Plan

Time-of-Use-A Plan

\$476 Avg. DMR
\$368 Avg. DMR
\$459 Avg. DMR

Estimated Annual Cost

General Service 1
\$2,613 + \$1,612 = \$4,425
Estimated Annual Savings: \$1,291

Are you ready to begin?

Change It

Understand My Bill - Usage

Billing Period: Jan 13, 2015 - Feb 11, 2015
Total Usage: 4,647 kWh

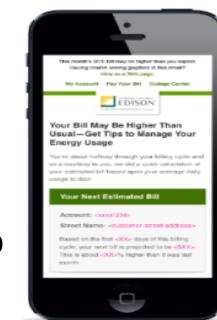
34.5% 1,608 kWh
65.4% 3,039 kWh
Mid Peak Off Peak See Peak Timings

[Learn More About Demand](#)

My SCE App



High Bill Alert



New to SCE.com?

Step 1. Create an SCE.com User ID.

Email Address:
 I would like to receive occasional email updates from SCE

Password:

Confirm Password:

[Next](#)

[Home](#) | [Profile Details](#) | [Billing Details](#)

Los Angeles County - Health Services Admin - 669 - 669 - Summary

Building Name: LOS ANGELES COUNTY - HEALTH SERVICES ADMIN - 669
Building Address: 6333 TRIPOLI DR, COMMERCE, California 90022, United States
Building Type: Office
Billing Type: Residential
Demand Type: Residential
Average Occupancy: 122
Last Renovated: N/A
Estimated Cost: \$1,245

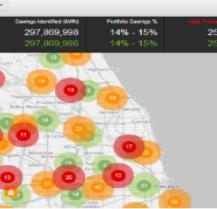
[Edit Building Details](#)

Total Consumption (kWh): 2,058,069,684 **Sample Identified kWh**: 297,869,968 **Portfolio Share %**: 14% - 15% **High Priority**: 259

[View Building Details](#)

Observations

Los Angeles County ID is a 251,154 square foot 3-story government office building that is home to the Health Services Department of the Imperial District.



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2015 and Beyond



Demand Response App



You asked. We listened.

It's now easier to pay your bill, report an outage, and find rebates. Our home page is mobile-friendly—so whether you're on a smart phone, tablet or computer you'll be able to find what you need.

We enable our customers to share their energy data with third party vendors.

Before you begin, here are some things to keep in mind:

- User ID & Password: You will need to create a Third Party User ID and password. Your User ID will be an email address - if there is more than one person who will need access to your data, each person will need their own User ID and password. Check this account frequently and a password that can be shared. Also, be sure that the email ID isn't one that's been previously used.
- ave your organization's Taxpayer ID number and Social Security number ready to enter.
- Before you begin, review the terms and conditions of the program. You must agree to SCE's Terms & Conditions before you can register. If you don't have authority to agree, please contact your organization's authorized representative.
- egistration, a connectivity test, which must be performed by your organization, and ours, must be performed.
- Computer systems in your organization must be running Windows 7 or later.

Data Sharing

Authorize third party vendors to receive data, or manage those you've already authorized.

No Existing Authorizations

You haven't authorized any third parties access to your usage data.

Why would I want to authorize a third party to receive my data?

Third parties that offer energy-saving services, but who need access to a customer's usage data, have registered and established a secure data connection with us. If you're interested in a third party's services, you must first authorize their access to your usage data.

Learn More



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Making Energy Simple Again

Lessons Learned and Key Take Aways

- Security and privacy should always be at the top of mind
- Create moments that matter for our customers (Getting the right information, in the right way, on the right platform, at the right time)
- Adaptability and flexibility are important
- Leverage partnerships
- Scalability
- Consider technology platform and end use



QR codes handed out
that links the Idea submission
page

Thank You



**Have an idea to help us save energy,
reduce demand, or improve operations?**

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Let us know!

visit
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to share your idea



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